



# The Commercial Value of the Active House Program



 **GREAT GULF**

*HOT Condos*  
3015 Eglinton Ave W, Mississauga, ON



 **GREAT GULF**

**TUCKER HIRISE**      **FIRST GULF**

 **DESIGN  
STUDIO**

**SYS+EMS**

**DRAFT**

**H+ME**  
TECHNOLOGY

**taboo**  
MUSKOKA

Balance  
Residential  
Management

**GULF  
LAKE  
REALTY**

*ONE Bloor*  
1 Bloor Street E, Toronto, ON



*Summerlyn Village*  
Bradford, ON



*King Oaks*  
King City, ON





## Great Gulf North American Activities

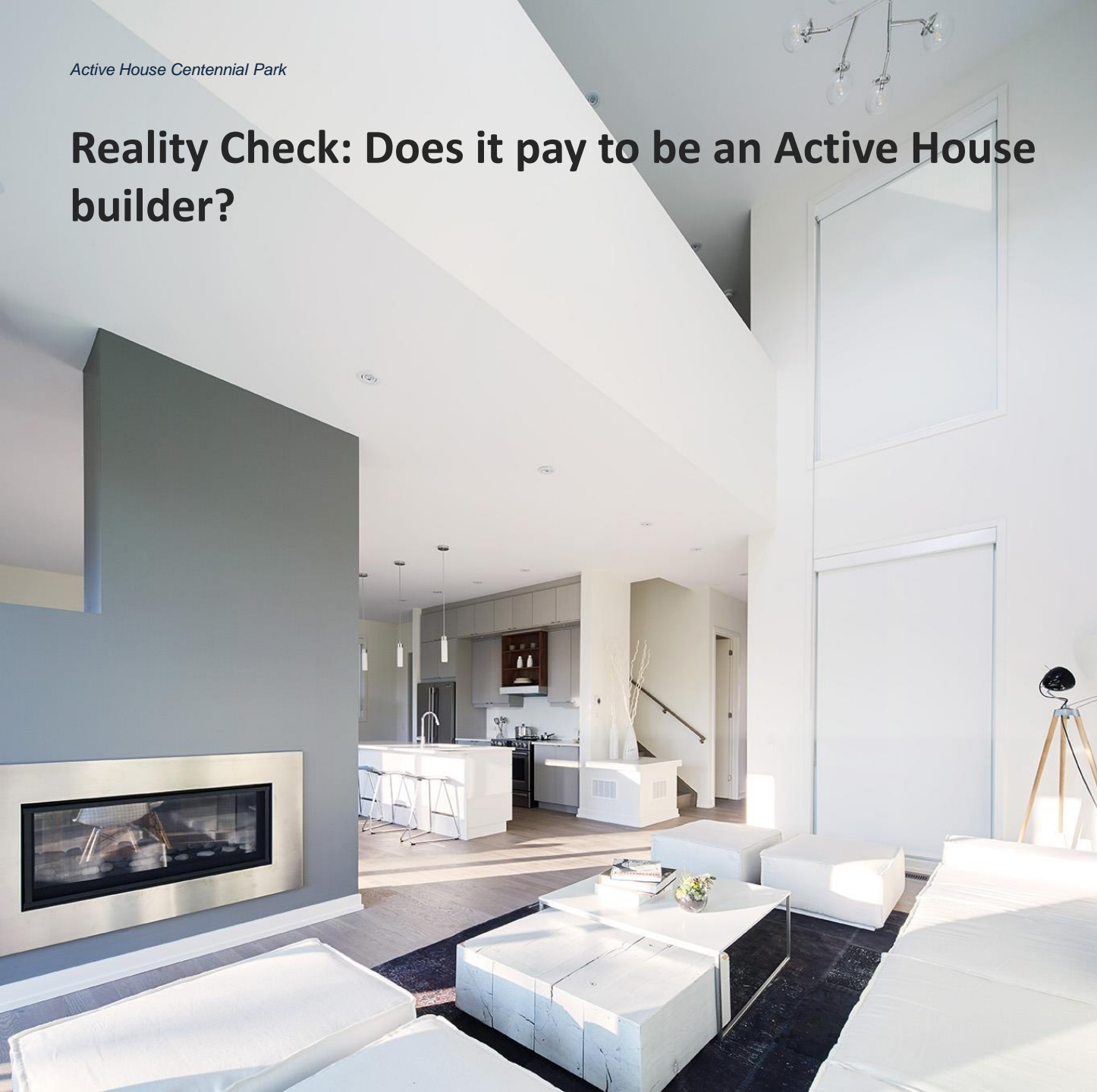
GREAT GULF HIGH-RISE

ASHTON WOODS

GREAT GULF LOW-RISE

FIRST GULF

# Reality Check: Does it pay to be an Active House builder?



GLOBAL



PROBLEMS

SOLUTIONS

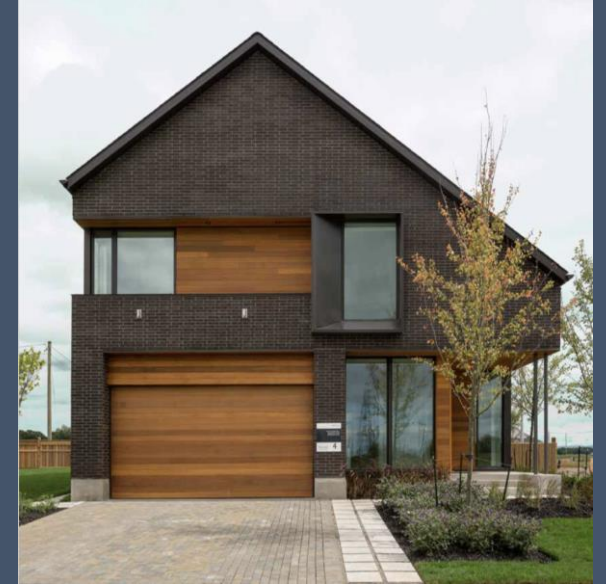


LOCAL

# Global Impact & Benefits



- Active House aims to address “global” climate change issues
- Fosters GG business culture of sustainable thinking and commitment from employees
- Targeted at “early adopters”
  - Increased consumer engagement and feedback
  - Real-time analytics and customer intelligence gathering
  - Desirable brand identity
- International social media coverage
  - GG/Velux Blog
  - On average close to 1000 sessions/month
  - 600-900 users/month



# Global Impact & Benefits



- Active House as an opportunity for construction revolution
  - Value added by employees in the global construction sector significantly lagging behind the general global economy
  - \$37/hour vs \$25/hour (source: McKinsey Global Institute)
  - Key issue: lack of automation, digitalization
- Attracts “thought-leader” business partners at an international level
  - M Power Solutions (distributor of Tesla Battery)
  - Mircom (intelligent building solutions)
  - Huber Engineered Woods
  - Velux
  - Roxul



# “Local” Commercial Benefits & Opportunities



- Research & Development
  - Lab where scalable, economically viable solutions can be designed, tested and implemented
  - Creation of new standards
  - New methods of construction
- Industrialization of construction
  - Off-site building manufacturing
  - Changing paradigm of local construction methods
  - Precision and performance



# “Local” Commercial Benefits



- Job creation
  - Training and skill development
  - From “grey” to “green”
  - From “unskilled” to “skilled”
  - Future economy ready jobs
- Local media exposure
- Contribution to industry groups
- Awards and recognition
- “Active House” is synonymous with high quality and proven performance
- Consumer awareness
- Customer trust
- Industry credibility



# Active House Coalition



## ➤ Government

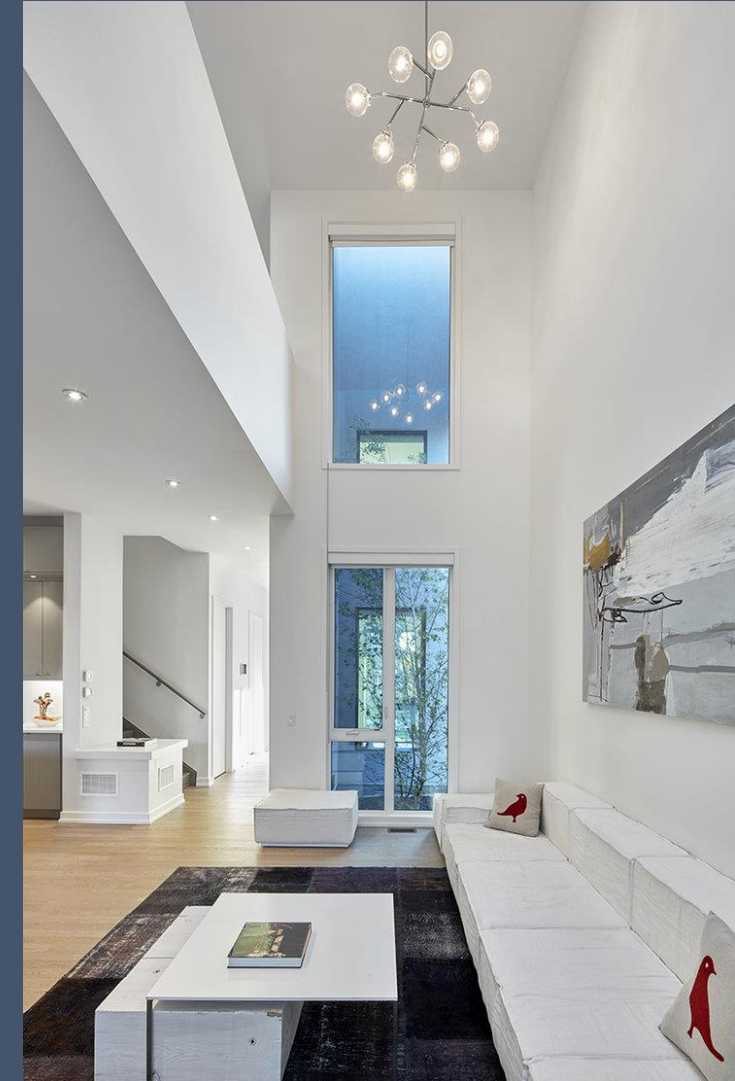
- Partnership with Conservation Authority (TRCA) - BRE Innovation Park at Kortright

## ➤ Academia

- Partnership with Colleges and Universities

## ➤ Business

- Creation of new startups, viable businesses and products





A better environment inside and out.

 **GREAT GULF**