

BUILDINGENERGY BOSTON

Who's NOT In (And How We Can Reach Them)

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1. What are reasons developers continue building the way they have, without adopting higher performance construction?
2. What are driving factors TODAY for projects going high performance and low carbon?
3. What is needed in the FUTURE for more projects to go high performance and low carbon?
4. What are good methods for reaching those involved in construction projects who are 'not in'?

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1. What are reasons some developers continue building the way they have, without adopting higher performance construction?

- Perception of higher capital cost
- Fear of the unknown
- Change takes effort
- Building codes don't require it (either high performance or all electric)
- Even existing code requirements aren't enforced, why do more?
- Concern that electrical infrastructure can't handle it

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- 2. What are the driving factors TODAY for projects going high performance and low carbon?**
 - a. What are reasons NOT driven by policy or incentives?**
 - b. What are factors driven by policies & incentives?**

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3. What is needed in the future for more projects to go high performance and low carbon?

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4. What are good methods for reaching those involved in construction projects who are 'not in'?