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Our Vision, Mission & Values

Our Mission
To make the International Passive House standard of building performance understood, achievable and adopted by government, industry, professionals, and homeowners across Canada through education, advocacy, events, and building projects.

Our Vision
To establish Passive House principles and building practices as the recognized standard in the Canadian building design and construction industry to reduce global emissions, and to increase the comfort, health, affordability, and resiliency of Canada’s buildings and built environment.

Establishing Passive House principles and building practices as the recognized standard in the Canadian building industry

Values
It takes an engaged community to achieve our goals. These values reflect who we are, guide us and inspire us. We promise to uphold them.

- **Open and inclusive** – We welcome all who share our vision and mission, and nurture collaborative, community relationships.
- **Respect** – We believe in treating all with respect, listening fairly and responding appropriately.
- **Innovation** – We encourage and celebrate innovation in the delivery of healthy, comfortable and affordable high-performance buildings to Canadians.
- **Performance** – We support scientifically defendable and evidence-based building methodology. Our work is measured and evaluated through definable metrics.
Letter from the CEO

In the one short year since we became a national organization, more has been achieved than anyone could have anticipated. Apart from surpassing measurable goals such as membership growth, revenue and industry members trained, we have been part of a harder to measure phenomenon: an unprecedented shift in attitudes toward high-performance buildings.

In the past year we have seen Passive House performance levels transform from an ultra-efficient fringe to a national building strategy offering Canadians a building standard reflecting the quality they deserve, and efficiency the world needs. With Build Smart, Canada’s Buildings Strategy, adopted via a federal/provincial ministerial agreement, the country is on a clear path to high-performance. The alignment with our mission could not be stronger and provides a foundation for our work in all parts of the country.

In this rapidly changing environment, we believe our most effective role is to support the implementation of public policies intended to improve building efficiency. By working with policy makers, we can leverage the impact of our outreach services, educational programming, events and member services. Through this approach, we have successfully grown our programs and organizational capacity, almost doubling our staff.

None of this would have been possible without the dedication and support of you, our valued members, who continue to advance our mission, make your projects available for others to see, and work to make Passive House performance the norm. Thank you to all our members, and to our hard-working Board of Directors, staff, instructors and many volunteers. We have come a long way as a team and are looking forward to the future.

I invite you to read this Annual Report, be proud of your contribution to it, and contemplate how you will contribute to market transformation in the coming year.

Rob Bernhardt
Chief Executive Officer
Who We Are

In the last year we have made incredible strides to bring the Passive House Standard forward in communities across Canada. We could not have done this without the dedication and drive of our team.

We would like to thank our Board of Directors, staff and instructors for their commitment and dedication to fulfilling our mission. Their tireless work has resulted in policy changes, new events across the country and courses delivered to more industry professionals than we could have imagined.

We would like to deliver a special thank you to some of our founding staff, and previous board members. Their contributions were pivotal to the success and growth our organization is experiencing. Thank you to Gargi Bougie for her exceptional skills and drive to build our education program, and to Katie Shellard for diligently bringing our membership program to new heights. Your teamwork and tenacity were indispensable, and we will forever be grateful for the time you gave Passive House Canada. Thank you to Andrew Peel, Chris Higgins, and Huston Eubank for their vision and service as Directors on our Board.
Passive House Canada members are the voice of market transformation. They are the industry leaders, professionals and changemakers. They are on the front-lines: designing and building Passive House buildings, educating the public on the benefits, and in direct contact with the real-life challenges of building to the world’s most rigorous energy-efficiency building standard. They are transforming government, commercial, institutional, academic and residential infrastructure into comfortable, healthy and high-performing spaces for people to work, learn, and live.

Our members mean the world to us! In 2017, our membership increased by 77% from 252 in 2016 to 446 from all ten provinces and one territory in Canada. Our membership was comprised of individuals, corporations, and government members.

<table>
<thead>
<tr>
<th>2016 Membership</th>
<th>2017 Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>252</td>
<td>446</td>
</tr>
</tbody>
</table>
Events In 2017

2017 was a great year for events! We attended events from British Columbia to Nova Scotia and engaged with over 5,000 people interested in the Passive House standard. Here are a few highlights!

**Buildex Vancouver**
*February 15 & 16, 2017*

The Passive House Pavilion was a highly anticipated event, where more than dozen of our members displayed their products and services, including on-site demonstrations. We organized a series of Passive House seminars attended by over 500 people throughout the two-day event.

**Ice Box Challenge**
*Vancouver July - August 2017*

The Ice Box Challenge was a demonstration site that showed the difference between a Code built structure and a PH built structure. It was proven that a PH structure holds its temperature more effectively than a code structure. The ice in the Passive House box had 57% more remaining ice (639 kgs) than the B.C. Building Code box (407 kgs). Over 9,000 people visited the Olympic Village Square to witness the ice boxes in action during the 18-day challenge.

**Atlantic Wood Works!**
*Halifax Oct 5, 2017*

This one-day tradeshow allowed us to have some presence in Halifax, NS and promote our courses and education to about 150 community members of the Canadian Wood Council.

**Net Positive Symposium**
*Vancouver Oct 30-31, 2017*

This one-day symposium focused on the connections between net zero energy and passive house ideas, techniques, and technologies, with a specific focus on the how-to, with examples and implementation. It was jointly presented by the International Living Future Institute (ILFI) and Passive House Canada (PHC) and presented to an attendance of 150 participants.

**IIDEX**
*Toronto Nov 29-30, 2017*

This two-day conference and tradeshow provided a platform for Passive House Canada to make new contacts in the Ontario region. Course information was distributed, as well as two days of Passive House seminars were delivered. There were over 250 people who attended the two days of seminars, as well as a dozen of our members who displayed their products and services in the Passive House Canada Pavilion.
The Passive House Canada Education Program continues to be a central component in the success of market transformation in Canada. In the last two years we witnessed phenomenal growth in both the demand for, and reach of, our education program. Since 2016, our education program has grown by 50% - delivering a total of 75 courses to almost 1,400 participants in 12 communities within six Canadian provinces.
Exam Results

2017 Certified Passive House Designer Exam Results

90% Pass Rate

2017 Trades Exam Results

83% Pass Rate

Annual Revenue

Total Yearly Revenue

$1,210,304 2017

$749,743 2016

61% INCREASE
## Finances

### Passive House Canada

**Statement of Financial Position**

**December 31, 2017**

<table>
<thead>
<tr>
<th></th>
<th>$ 2017</th>
<th>$ 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>91,371</td>
<td>5,688</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>20,049</td>
<td>67,415</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>50,765</td>
<td>29,440</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>162,185</td>
<td>102,543</td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>13,184</td>
<td>12,826</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>175,369</td>
<td>115,369</td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank Indebtedness</td>
<td>-</td>
<td>47,344</td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>115,500</td>
<td>83,008</td>
</tr>
<tr>
<td>Government Remittances Payable</td>
<td>2,200</td>
<td>9,718</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>117,700</td>
<td>140,070</td>
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<tr>
<td>Deferred Income</td>
<td>89,415</td>
<td>36,500</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>207,115</td>
<td>176,570</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>(31,746)</td>
<td>(61,201)</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>175,369</td>
<td>115,369</td>
</tr>
</tbody>
</table>
## Finances

Passive House Canada  
Statement of Revenues and Expenditures and Changes in Net Assets  
Year Ended December 31, 2017

<table>
<thead>
<tr>
<th></th>
<th>$ 2017 (12 months)</th>
<th>$ 2016 (9 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memberships</td>
<td>104,367</td>
<td>41,971</td>
</tr>
<tr>
<td>Education</td>
<td>864,335</td>
<td>429,460</td>
</tr>
<tr>
<td>Events</td>
<td>103,851</td>
<td>35,510</td>
</tr>
<tr>
<td>Grants</td>
<td>34,952</td>
<td>12,420</td>
</tr>
<tr>
<td>Supporters</td>
<td>96,187</td>
<td>25,078</td>
</tr>
<tr>
<td>Other</td>
<td>5,183</td>
<td>15,763</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,208,875</td>
<td>560,202</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising and Promotion</td>
<td>49,498</td>
<td>40,881</td>
</tr>
<tr>
<td>Amortization</td>
<td>3,276</td>
<td>2,112</td>
</tr>
<tr>
<td>Bad Debts</td>
<td>425</td>
<td>924</td>
</tr>
<tr>
<td>Bank and Credit Card Processing Charges</td>
<td>29,536</td>
<td>9,530</td>
</tr>
<tr>
<td>Education</td>
<td>434,365</td>
<td>269,629</td>
</tr>
<tr>
<td>Events</td>
<td>155,038</td>
<td>42,245</td>
</tr>
<tr>
<td>Insurance</td>
<td>2,928</td>
<td>1,980</td>
</tr>
<tr>
<td>iPHA Fees</td>
<td>22,210</td>
<td>6,722</td>
</tr>
<tr>
<td>Office</td>
<td>23,368</td>
<td>26,147</td>
</tr>
<tr>
<td>Policy Development</td>
<td>23,519</td>
<td>1,064</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>22,224</td>
<td>27,609</td>
</tr>
<tr>
<td>Rent</td>
<td>29,936</td>
<td>9,943</td>
</tr>
<tr>
<td>Travel</td>
<td>14,574</td>
<td>15,246</td>
</tr>
<tr>
<td>Wages and Employee Benefits</td>
<td>368,523</td>
<td>193,113</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,179,420</td>
<td>647,145</td>
</tr>
</tbody>
</table>

Excess (deficiency) of revenues over expenses  
Net assets, beginning of period  
**Net Assets - End of Year**  

29,455  
(61,201)  
(31,746)  
(61,201)
The Future

The foundation established in our first years has provided a platform for continued growth in 2018 and beyond. In addition to growing our programs and strengthening our financial position, we have continued to enhance working relationships with industry and governments.

With progress being made in several provinces, and a developing recognition of the role Passive House buildings play in achieving national objectives, there is increasing acceptance of their viability and affordability.

While education, events and member services are essential, we cannot achieve our mission to transform buildings in the absence of a suitable regulatory environment. Supporting the implementation of our national building strategy is a task we must all engage in to ensure its success.

While we have made much progress in growing our capacity (almost doubling our staff again in 2018), we fundamentally remain a young organization blessed with growing opportunities.

Together we have laid an organizational foundation on which we are able to increase engagement in support of fulfilling our mission, and in 2018 your Board of Directors has adopted a new three-year strategic plan to advance our organization, and the viability of high-performance buildings in Canada.

We invite you to read through the new strategic plan provided in the following pages and consider the ways in which the identified objectives will support you in reaching your personal and professional high-performance building goals.
Strategic Plan

Policy Development

Our Vision and Mission are ultimately achieved through effective public policies, codes and standards. By the end of 2021 we seek a national consensus that Passive House performance levels, or better, are feasible; with provincial policies in place reflecting that consensus along with the model national code and related standards on track for publication by 2023.

Strategies:

a. Recruit staff in 3 provinces to engage policy development;
b. Develop deeper alliances with aligned organizations to increase the reach and impact;
c. Develop business models for the operation of Centres of Excellence;
d. Engage policy makers and regulators in ongoing events and education; and
e. Review our brand.

Organizational Capacity

The incredible growth experienced by Passive House Canada has been achieved through committed team of staff and volunteers. Our goal is to achieve a $6 million operating budget to support 20 staff based in three provinces across Canada by 2021. Achieving that growth will require an expanded organizational capacity in terms of leadership, staff and membership.

Strategies:

a. Identify, recruit and develop Board members with the expertise, experience, and diversity required to achieve these objectives;
b. Maintain an attractive, fun and competitive workplace with an ongoing investment in professional development;
c. Collaborate with aligned organizations to enhance human and financial resources; and
d. Become ISO 9001 certified.

Education

To achieve our mission and vision, it is imperative that Passive House Canada be a trusted and recognized educational provider of high-performance building design and construction. Our goal is to become a leading education provider that is recognized globally for its professionalism, quality of training, and material impact on Canada’s building industry. We plan to invest $1,000,000 in curriculum development from 2019 to 2021 and attain course registrations of over 5,000 people from nine provinces by 2021.

Strategies:

a. Have both building science and curriculum development expertise on staff by 2019;
b. Develop and implement an on-line learning platform by 2019;
c. Develop a business model to enable other organizations to deliver high-performance building training with our support;
d. Continually update courses to reflect lessons learned from industry leaders, post occupancy research outcomes, and practitioner feedback; and
e. Develop new courses in both Canadian national languages; responding to the needs of industry, regulators and consumers.
Membership

Our core strength, and a measure of our success, is an expanding and engaged membership. Developing such a membership requires ongoing services, support and events to engage and educate industry members. By the end of 2021 we will have an active membership of over 1,200 with local groups hosting regular events in Vancouver, Toronto and three other markets.

Strategies:
- a. Ensure frequent engagement opportunities through numerous local events, such as open houses and project tours throughout the country;
- b. Continue to improve the level of member services;
- c. Develop reach within French speaking communities, through increased bilingual services and partnerships; and
- d. Develop a multi-year event plan delivering events across the country, including a speakers’ bureau.

Certification & Quality-Assurance

Project quality assurance (QA), supported by post occupancy monitoring and verification, is the foundation of trust in a performance standard, while supporting policy implementation and informing our education program. As high-performance buildings become more common, a Canadian-based system of QA will be required if service expectations are to be met. It is our goal to create this system in partnership with our international partners and stakeholders by 2021.

Strategies:
- a. In collaboration with Passive House Institute, evaluate QA processes deliverable by Passive House Canada to enhance market acceptance, growth, service delivery and member satisfaction;
- b. Work with public and private software developers creating relevant tools (including energy models) and in 2020, evaluate accreditation systems for such tools;
- c. Create a Canadian accreditation system to identify individuals with requisite training in trades, design and energy modelling; and
- d. Collaborate with international organizations in developing best practices and implementation strategies.
Never has the global policy context been as unified or as relevant as it is to Canadian practitioners today. Build Smart – Canada’s Buildings Strategy, has set our country on a course of incredible market transformation.

Closing Thoughts

As the implications of federal and provincial climate action agreements and initiatives become more widely understood, Canadians in the design and construction sector will begin to experience a rapid increase in the number of high-performance buildings being delivered.

By developing and maintaining a strong regulatory environment on high-performance buildings, a higher standard becomes normalized, and people begin to change the way they think about the places in which they work, live and learn.

Conversations shift, hurdles are overcome, and the rising tide lifts all boats.

As we continue to advocate for more from our governments, professions, and buildings, we create growth, improve collaboration, and foster sustainability. Not only does our infrastructure improve in quality and comfort, our economy becomes greener, and our communities develop resiliency.

The Passive House standard sets the benchmark and, more importantly, reliably delivers results. Canada and the world require the performance levels Passive House provides, and it is important that we, as a community, ensure that people are not forced to settle for less.

You, our industry leaders, are essential to how our buildings are designed and constructed and your dedication to the Passive House Standard and high-performance buildings is the foundation towards a sustainable future.

Thank you for all that you have done and continue to do. As an organization, we are honoured to walk alongside so many who are devoted to a future that is better for people and the planet.
Thank You

Special Thanks to our 2017 Funders and Partners for their contributions to market transformation in Canada – we could not have done this work without you!

475 High Performance Building Supply
BCIT High Performance Building Lab
Cascadia Windows and Doors
Canadian Home Builders’ Association - Vancouver Island
City of New Westminster
City of North Vancouver
City of Vancouver
Cornerstone Architecture
Dick’s Lumber & Building Supplies
E3 Eco Group Inc.
Echoflex Solutions Inc.
Euroline Windows
Footprint Sustainable Housing Corporation
Golden Chateau Building Materials Inc.
International Living Future Institute
Kingdom Builders
Metric Modular
MistyWest
MIZU Passive House Consulting
Modu-Loc Fence Rentals
Multivista
Naikoon Contracting Ltd.
Naturally Crafted Contracting Ltd.
Open Green Building Society
Pacific Institute for Climate Change Solutions, University of Victoria
Polar Bear Ice Inc.
Real Estate Foundation of BC
Ritchie Construction
Ryder Architecture
SIGA
Slow & Steady Design
Small Planet Supply
Stantec Architecture
Stark Architecture
Vancity