



Market Transformation Statement

The Project Team continues to discuss climate change adaptation, resilience, mitigation, sustainability, and energy efficiency as it concerns our industry and what action we can take to reduce the effect our industry has on the climate. The Project Team met and worked on updating the market transformation statement.

Updated Statement:

Vision (what this aspires to)

“CIPH supports a market transformation towards a sustainable and effective lower carbon economy. We envision clean, renewable energy that allows consumers comfort and affordable choices while safeguarding health and safety. A successful market transformation is only possible when industry and all levels of government work together to develop a practical, cost effective and innovative road map to solutions for present and future generations. Government and industry benefit when working together”.

Approach (how we do it)

Industry works best when:

- Consulted early in developing policies, pilot and incentive programs, data gathering, standardization and regulation.
- Our collective strength is harnessed to create a collaborative and coordinated approach.
- Given clear, manageable timelines, with appropriate commitment and advance notice.
- A necessary regulatory framework balances costs and measurable benefits, using validated data to support initiatives.
- We consider the whole building as a system
- We understand the full business/supply chain infrastructure
- Effective approaches are included for new and retrofit/replacement.

Rational for update:

- Market transformation can occur from many different perspectives; the current statement does not provide clarity or purpose.
- Having a better-defined statement will provide consistency across CIPH regions and committees.
- Provides a jumping off point for specific position or policy initiatives.
- Our association objective is not to deny, delay or refuse to participate, but to provide timely data and industry expertise that moves towards a successful market transformation.