

THE VALUE OF THE R-2000 INITIATIVE



THE CHBA PERSPECTIVE

R-2000 Values and Benefits

1. The federal government is committed to using voluntary, market-driven approaches to achieve public policy objectives. The R-2000 Initiative is an excellent example of this commitment in action.
2. The R-2000 Initiative is also an excellent example of the principle of public/private partnership in action. The Initiative delivers significant benefits to industry while serving the public interest.
3. The R-2000 Initiative provides Canada's residential construction industry with the opportunity to play a leadership role through its National Association – CHBA with respect to housing quality.
4. A wide range of housing industry investments in the R-2000 Initiative, from builder training to use of new technologies and products, serves to maximize the federal government's investment in the R-2000 Initiative.
5. The R-2000 Initiative stimulates considerable private sector investment in the development of the goods and services required to support construction of R-2000 homes.
6. The R-2000 Initiative provides new home builders with the opportunity to achieve professional recognition which, in turn, benefits consumers.
7. The R-2000 Initiative strengthens the home building industry by providing new home builders with the opportunity to advance their professional capabilities and equipping them to meet their customers' needs more effectively while differentiating themselves in the marketplace.
8. The R-2000 Initiative affords new home builders a leadership position with respect to leading-edge technology and its introduction into new home construction.
9. The Quality Assurance provided by the R-2000 Initiative has growing value to Canadian new home buyers.
10. The R-2000 Initiative provides home buyers with the assurance of a national, independently verified standard of new home quality.
11. The R-2000 Initiative offers a vehicle for other levels of government and non-governmental organizations to invest in and support an Initiative designed to improve the quality of housing and achieve environmental objectives.
12. The R-2000 Initiative accelerates the commercial use of new products and technologies.
13. The R-2000 Initiative provides home builders with an increased capacity to respond to consumers' increasingly complex housing needs.

14. The R-2000 Initiative contributes significantly to Canada's housing industry becoming a world leader in the areas of sustainable housing and communities.
15. The R-2000 Initiative places Canada's housing industry in a strong position to support and contribute to Canada's international environmental commitments, e.g. Kyoto Protocol.
16. A large portion of new home buyers equate the R-2000 name with a better design, construction and Quality Assurance.
17. The R-2000 Initiative evolves over time, providing a basis for further development, innovation and value in the future.
18. Today's R-2000 homes will continue to deliver energy efficiency and environmental dividends through the next century.
19. Home builders are applying R-2000 technology in the home renovation field, multiplying the benefits of the Initiative, including the renovation and re-certification of R-2000 homes.
20. R-2000 technology is being applied to the full spectrum of new housing, in all price ranges and for buyers with diverse needs.
21. The R-2000 Initiative has been introduced into Canada's stock of social housing, providing benefits to occupants and long-term reduction of operating costs to social housing providers.
22. The development of R-2000 inspection and Quality Assurance procedures has spawned a new service industry that strengthens Canada's housing system.
23. The R-2000 Initiative's emphasis on design evaluation, builder training and independent Quality Assurance contributes to the effectiveness and efficiency of municipal inspection services.
24. Through supporting increased technical competence among home builders, the R-2000 Initiative is reducing the cost of new home warranty services and other consumer protection measures.
25. The R-2000 Initiative continues to earn third-party endorsement from government and industry agencies, delivering increased consumer credibility to R-2000 builders.
26. The R-2000 Initiative gives home builders the technical tools and practical confidence to adopt product innovations more rapidly.
27. Through the R-2000 Initiative, the residential construction industry has delivered more voluntary energy efficiency gains than other industrial sectors. It serves as an example of what can be accomplished through such industry/government collaboration.
28. The federal government continues to achieve greater energy efficiency and environmental benefits, at a lower cost, through the R-2000 Initiative than it could have through mandated measures.
29. The R-2000 Initiative provides a vehicle for improved cooperation and coordination among federal government departments and agencies—increasing efficiency and cost effectiveness.
30. The R-2000 Initiative provides an example of a practical, voluntary and industry-led energy efficiency program that works.
31. The R-2000 Initiative provides the basis for a national education and training program of immense value to one of Canada's largest domestic industries.

32. The R-2000 Initiative led to changes in how mortgage lenders calculate buyer eligibility, increasing the number of Canadians who qualify to purchase a new home.
33. The federal government, home builders, other industry partners and consumers all invest in the R-2000 Initiative and all receive a high level of value for their investment.
34. Each purchase of an R-2000 home represents an unparalleled voluntary consumer investment in energy efficiency.
35. The R-2000 Initiative supports an increase in the quality and durability of Canada's housing stock, increasing the value of this key national asset.
36. The R-2000 Initiative provides governments with a cost-effective alternative to regulatory measures.
37. R-2000 home certification enhances the potential resale value of homes, further benefiting owners.
38. The R-2000 Initiative enhances knowledge of the "House as a System", thereby supporting continuous improvements to the technical performance of new homes in such areas as indoor air quality.
39. The R-2000 Initiative results in new homes that earn praise from their owners in terms of comfort, energy efficiency, indoor air quality and overall quality-of-life.
40. The R-2000 Initiative stimulates awareness within the housing industry and government that a healthier indoor environment sustains a healthier population.
41. Through building awareness of the link between indoor environmental quality and human health, the R-2000 Initiative will return incalculable savings in medical costs and increased productivity.
42. The R-2000 Initiative provides a technical basis for developing housing for people with special needs and health concerns.
43. The R-2000 Initiative leads to additional private-sector housing innovation initiatives such as EnviroHome, multiplying the effect of public investments in the Initiative.
44. The R-2000 Initiative results in the development of entire new industries such as the manufacture of heat recovery ventilation equipment.
45. The R-2000 Initiative offers related sectors the opportunity to advance their professional capacities, e.g. salespeople.
46. The R-2000 Initiative has produced a growing cadre of innovative home builders who continue to have a profound affect on the evolution of industry practices.
47. The R-2000 Initiative, in conjunction with other initiatives such as CMHC's Healthy Housing and Flex Housing activities, is creating a critical mass of knowledge among both builders and consumers about how homes should be designed and built.
48. The R-2000 Initiative supports information dissemination to consumers, and provides new home builders with enhanced marketing opportunities to market their expertise to potential home purchasers, e.g. demonstration initiatives and activities.
49. The R-2000 Initiative stimulates greater cooperation between federal government agencies active in the housing area thereby increasing the effectiveness of R-2000 Initiative expenditures.

50. The concept of performance-based design and construction criteria, introduced in the housing industry by the R-2000 Initiative, will significantly reduce the cost of housing regulation.
51. In large measure, Canada's world-leadership in the housing field is a direct result of the R-2000 Initiative.
52. The R-2000 Initiative plays a pivotal role in introducing advanced technology, such as computer-based performance modelling, to the housing industry.
53. The R-2000 Initiative provides a basis for mitigating the liability exposure to builders that could otherwise come with the introduction of new or innovative technology.
54. R-2000 technology plays an important role in developing Canada's housing export capabilities and in gaining international markets for these exports.
55. The R-2000 Initiative is a truly national initiative; it is delivered to home builders and home buyers in all parts of Canada.
56. All Canadian home buyers, in all areas of the country, benefit from the housing advances made possible by the R-2000 Initiative.
57. The R-2000 Initiative gives home builders the knowledge, tools and confidence to develop innovative products in a competitive marketplace.
58. The achievements of the R-2000 Initiative are a source of immense pride to the home building industry.
59. The R-2000 Initiative has helped the home building industry to develop into a vibrant, competitive and highly adaptive industrial sector.
60. The R-2000 Initiative provides the most successful example of a national initiative that harnesses entrepreneurial energy to serve an important public interest.
61. The R-2000 Builders Manual, which serves as the basis for R-2000 builder training, has earned an international reputation, and market, as the best publication of its kind. Similarly, the HOT2000 computer program is being used by builders and designed throughout the world.
62. The investment that has been made to develop R-2000 training and technology has had a large and positive impact on the home building industry. This investment will continue to yield dividends, in terms of economic activity and improved housing, for decades to come.