

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Building Towards Water Efficiency

## Policy Innovation and Education in New and Existing Homes

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# Partnerships



## Collaborative Partners:

**UN Water for Life \* CWWA - WEN \*  
Enervision \* Alberta Home Builders  
Association \* Alberta Real Estate  
Association \* REMAX(Central Alberta) \*  
BC Home Builders Association \*  
Pembina Institute \* Built Green BC \*  
Built Green Alberta \* POLIS Project on  
Ecological Governance**



# Research Objectives

To understand how institutional, organizational and personal knowledge influences residential builders' and realtors' decisions on water efficiency innovations.

- Water-efficiency stakeholders;
- Understanding stakeholders efforts and priorities
- Testing a methodology
- Generating policy direction



# To discuss today

- How tacit knowledge is the driver of social innovation and social capital and;
- How tacit knowledge can be used to drive the residential building industry toward water efficiency.



# Social Innovation and Social Capital

**SOCIAL INNOVATION**

**SOCIAL CAPITAL**

**TACIT KNOWLEDGE**



# Tacit Knowledge

- Stories
- Personal Experience
- Reasons for Caring
- Water-Efficiency Innovations
- Networks and Trade Relationships



# Rationale

- Community Growth
- Capital Cost
- Government vs. Private Sector
- Three Case Studies







BRITISH COLUMBIA  
COLOMBIE-BRITANNIQUE

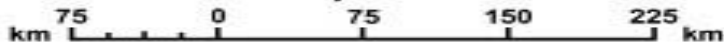
SASKATCHEWAN



**LEGEND / LÉGENDE**

- Provincial capital / Capitale provinciale
- Other populated places / Autres lieux habités
- +— Trans-Canada Highway / La Transcanadienne
- Major road / Route principale
- - - International boundary / Frontière internationale
- - - Provincial boundary / Limite provinciale

**Scale / Échelle**







**Ontario**

- International Boundary
- Province Boundary
- Road
- Minor Road
- River
- ★ National Capital
- ★ Province Capital
- City or Town

0 100 200 KM  
0 100 200 Miles

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# Methodology

## *Capacity*

*“You always need more education whether it is the builder, developer, trades or consumer. You also need the other pieces, regulations, pricing etc. to make that push to inspire change.” (Begg 2008)*



# Methodology

## *Capability*

“If you ever want to succeed at something, you surround yourself with people [who] succeed.

And that’s forward thinkers”

(Participant R 2008)



# Expression of Beliefs

“There is the idea we want to do things from an environmental view, but fiscal drives most people. We have to work with that. If I can get someone to make a change financially and as a by-product do something for the environment than we have actually done something really good.” (Farrell 2008)



# Expression of Values

“I’m going to change the world one house at a time and it’s just kind of like – if nobody starts, it’s not going to happen” (Knife 2008)



# Expression of Norms

“We don’t take advice easily. We are a hard bunch. There is almost an aspect of building science that is very similar to religious belief. That is accepted on an emotional level almost. This is the way to do it; it is almost a moral issue.” (Amerongen 2008)





# General Conclusions

- Green Building Industry
- Early Adoption
- Rising Trend
- Risk Adverse



# General Recommendations

- Collaboration and networking opportunities
- Create a Community Vision
- Consumer Education
- Price Water appropriately



# Policy Recommendations

- Using new legislation



# Policy Recommendations



# Policy Recommendations

Healthy relationships between municipalities and builders must be cultivated beyond the “business as-usual” approach. These relationships must be transparent for the purposes of good governance.



# Industry Recommendations

Relationships with industry professional associations need to be proactive rather than reactive, on issues of environmental innovations.



# Industry Recommendations

- The “risk-recognition interaction” is a powerful force in support market innovation.
- Belief in new technology as a solution to environmental problems



**THANK YOU**

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