

## BGBG Session October 11, 2011

### Greenwashing Topics and Energy Myths

- Radiant Barriers
- Radiant Paint
- “R Value”
- 65F as magic temp – true!
- “Save 30%”
- “More efficient electric heaters”
- HERS ratings: “Confirmed” vs. “Occupancy-Verified”
- ICF R value
- Size doesn’t matter
- “Energy Efficiency”: E of mfrg. LCIA
- Honest Assessment of Net Energy: Actually measuring. PVs: 3 years to generate electricity used in mfrg?
- 80% of “environmental impact” of our buildings is in O&M
- Valuation of Green Features: New form as of October 2011 to give to homeowners for tracking home performance and “green” upgrades, pretty close to IRES fields...good start for realtors, homeowners, builders; IRES started “Green Fields” in 2010; next frontier is verified / documented features and performance – starts with observing and documenting
- Verified 3<sup>rd</sup> party certification
- Verified performance and continuous commissioning...so renewables don’t get the “swimming pool stigma”

- Myth of Cost Per Square Foot
- Air Leakage, ventilation, moisture management...
- On-Demand Water Heaters
- Attic Fans / Solar Attic Fans vs. Properly Vented Attic vs. Attics as Conditioned Space
- Crawl Space as Conditioned Space: “Remember the Envelope!”
- Passive House vs. Non-PH-Certified homes... Certifications and 3rd party verifications in general
- Hi Efficiency DX Cooling
- Heat Pumps: GSHP, other -- parasitic or overhead energy; system efficiency vs. pump
- Roof colors in different climates
- ERVs vs. HRVs in this climate
- That Solar Thermal always has to be for space heating – DHW is large part – “Don’t have to change your lifestyle” – tank insulation
- “Carterigan” mandate: That you have to suffer to save...
- Going All-Electric in existing homes: Better? Possible? Lower GHG emissions?
- Xcel DSM: Now requiring verified NACH reductions; Recurve to be Xcel’s official home energy assessment tool as of 1/1/12, and Recurve does official energy simulations that allow prioritizing energy efficiency on an evidence-based basis...
- Payback vs. Total Cost of Ownership