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Office of Energy Efficiency & Renewable Energy

DOE Zero Energy Ready Home

Zero Energy Ready Home Newsletter: October, 2015

A Note From Sam Rashkin:

It's the Consumer Education....(something that rhymes with Cupid)

I posed a hypothetical situation at our [Housing Innovation Awards](#) to an audience of accomplished architects, engineers, building science experts, HERS raters, program managers, and builders. I told them they were all buying a home that day and had three choices: a minimum code home, an ENERGY STAR Certified Home, and a Zero Energy Ready Home. All three homes were side-by-side with the exact same architecture and floor plan; which would they choose? No one raised their hands for the code home; no one raised their hands for the ENERGY STAR Certified Home; and 100% of the hands went up for the Zero Energy Ready Home. Looking out at the audience, I said at that moment I wasn't looking at hundreds expert housing professionals. Instead I was looking at the most educated group of home buyers that could ever be assembled in one room and they all were making the same choice to buy the Zero Energy Ready Home.

Zero is not confronted with an insurmountable technical barrier; we're building and certifying them in all climate zones cost-effectively today. It's confronted with a consumer education barrier. If all consumers made what is often the largest purchase decision of their lifetimes in their own self-interest, they would choose the Zero Energy Ready Home, all else being equal, just like the nation's best housing experts in that room. That's why our key implementation strategy for Zero Energy Ready Home is focused on consumer education including a partnership with high-performance product manufacturers, associations, utilities, and NGO's to join us in a national campaign inviting homebuyers to take the Tour of Zero on the Zero Energy Ready Home web site. There they can virtually tour an impressive array of special Zero Energy Ready Homes in their own climate zone

and see a transformational consumer experience they would all want: superior comfort, health, efficiency, quality, durability, technology, and future readiness. But we need to be partners for an effective education process.

That's why we're asking all high-performance home industry organizations to join our short working webinar this coming October 28 at 2:30 EST to learn about the Tour of Zero and how to become an Innovation Partner. Just click on this [link](#) to register. We don't need money. We just need a coordinated message.

[Register for the webinar!](#)

[Take the Tour!](#)

Race to Zero Webinar: What is Good Housing Design?

November 3, 2015 from 3:00 – 4:30 EST

Join Sam Rashkin, chief architect of the DOE Building Technologies Office with a look at best design practices and tips.

This seminar is being presented as part of the [DOE Race to Zero Student Design Competition](#). This competition inspires collegiate students to become the next generation of building professionals who know how to integrate critical building science principles in their construction projects. However, if buildings don't meet design expectations, all the building science in the world will not ensure a successful project. To help address this business reality, this webinar will answer the question, what is good housing design? This includes identifying the five key principles of good design and providing extensive examples of how these principles are applied. With most consumer products, design trumps, and housing is no different.

[Register for the webinar!](#)

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