

# Membership Overview

## About the BEIC:

The Building Energy Innovators Council (BEIC), was founded in 2016 by a diverse group of Real Estate and Corporate leaders. This is an industry driven council established to accelerate the collaboration, innovation, and adoption of clean building technologies including energy efficiency and renewable power solutions that will transform the built environment, while developing world class clean tech companies, creating jobs and enabling economic prosperity in a future low carbon era.

### Collaboration:

**Input and Feedback:** The Council will provide input to Federal and Provincial Governments and respective utilities related to the types of incentive programs and policies required to increase adoption of new, low carbon building technologies and to increase the rate of building energy efficiency retrofit projects. Further, feedback on programs will be expedited through the monitoring of activity by Council members with their respective clients

**Promotion:** The Council will support all utilities and governing bodies to ensure that renewable energy and energy efficiency programs developed are effectively communicated across the industry, and they are adopted by owners and occupiers of real estate

**Best Practice Sharing:** The Council will connect into International organizations such as The TIR Consulting Group, USGBC, CaGBC and other global organizations to foster collaboration and sharing of best practices

### Innovation:

**Sharing:** Council Members will share new technologies and programs that are being developed and will help identify opportunities for piloting and expediting commercialization as well as enhancing solutions through integration with other organizations' expertise

**Research and Development:** The Council will leverage labs and research facilities of respective members to enhance and develop new building solutions through joint initiatives

**Master planning:** The BEIC Members will collaborate on key projects supporting the development of eco regions, with input into these economic masterplans, which are customized to leverage the unique characteristics of the region, and creates the foundation for a strategic plan which aligns and optimizes government's capital investments

### Adoption:

**Awareness:** The Council website will be used as a means for Members to showcase their innovative solutions and highlight business case results, which will help promote clean technologies, creating awareness and encourage others to adopt these new technologies versus installing new old technologies. ([www.beic.ca](http://www.beic.ca))

**Promotion:** The BEIC will work with utilities to understand what new incentive programs are being introduced and timing of same, as well as providing a common location for accessing the links to these specific programs and flagging them for all to be aware of and to facilitate development of economically viable business cases for clients

**Funding:** The Council will work with financial service companies and manufacturers to develop innovative funding solutions for owners of buildings to further enable the broad scale implementation of energy efficiency retrofits and renewable power and storage solutions

### BEIC Marketing:

A robust, strategic and consistent marketing program will be a core component of the BEIC and an important and high exposure benefit for all members

The BEIC marketing program will deliver significant exposure to both the BEIC and its valued members through a series of print, digital, social media and special event strategies

The marketing program will focus on:  
Purpose, mandates, activities, upcoming events of the BEIC  
Member company profiles, links and promotion of new technologies and case studies

All information will be structured around providing tangible and useable information for real estate owners/operators, architects, contractors, engineers, incentive agencies, governments, associations and the industry at large

Website - [www.BEIC.ca](http://www.BEIC.ca)  
Conferences and special events  
Press releases and PR  
Print and digital media via national and regional, real estate industry media products  
Social media - @BEICouncil (Twitter)  
Building Energy Innovators Council (LinkedIn)

## BEIC MEMBERSHIP CATEGORY – ACADEMIC:

Organizations that become Academic Members of the BEIC will receive a significant amount of member benefits and industry exposure as outlined below;

### BEIC Website;

- Company name, 4/C logo and 150 word company description positioned on an Academic Member landing page
- Links to your website directing viewers to learn more about your energy efficiency and sustainability course materials and education programs
- Ongoing opportunities to post case studies and other industry articles on the BEIC website
- Your BEIC website exposure will create a company micro-site promoting your organization, your energy efficiency and sustainability initiatives and programs
- Viewers of the BEIC website include, Canadian real estate industry professionals (owners/operators), industry suppliers, tenants and government

### Additional BEIC Benefits;

- Introduction to all BEIC Executive members and members at large in order to better understand their company and what they offer
- Opportunity to attend all BEIC special events, networking functions and the annual BEIC AGM
- Complimentary subscription to the BEIC member e-newsletter
- Opportunities to post editorial, case studies and advertisements in the e-newsletter
- Opportunities to participate in and/or sponsor BEIC webinars
- Opportunity to attend, exhibit, sponsor and speak at BEIC industry events
- 10% discount on any purchased print or digital advertising in various MediaEdge media products (i.e. Canadian Property Management, REMI, etc.)

**Annual Fee - Only \$1,000 CDN**



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