

THE BUILDING TO ELECTRIFICATION COALITION

THEORY OF CHANGE

Pathways and Actions to Reach Our Vision

March 2025



OUR VISION

The Building to Electrification Coalition (B2E) is a program area of the Zero Emissions Innovation Centre (ZEIC)



b2electrification.org

Through our growing member-based model, B2E brings together organizations from multiple sectors that take individual and collective actions to advance the adoption of electrified building solutions in unique and innovative ways.

The B2E vision:

Electrification is the most compelling choice for new and existing buildings, enabling more affordable, energy-efficient, comfortable, and climate-resilient homes and workplaces.



zeic.ca

As part of a broader decarbonization movement, B2E views building electrification as a critical strategy to achieve broader regional and provincial climate targets. Actions and activities taken by B2E fit within the broader ZEIC vision.

The ZEIC vision:

Together, we enable a new era of climate action and innovation for an inclusive, prosperous and healthy zero carbon future in our region by 2050.

OUR CONTRIBUTION

B2E's unique contribution to achieve our vision

The B2E Coalition is a network of leaders from all parts of the building electrification system in BC. We are working together to make significant contributions to decarbonize the building sector in BC by shifting the market toward electrification. We know that achieving this goal requires us to learn from each other's experiences, collaborate with each other, and to actively find and implement solutions to the barriers that are inhibiting this shift.

We believe that we have the responsibility and agency to take individual, organizational, and collective actions that transform the equipment inside each building, maximize efficiency and reduce demand impacts, and to utilize cleaner fuel sources.

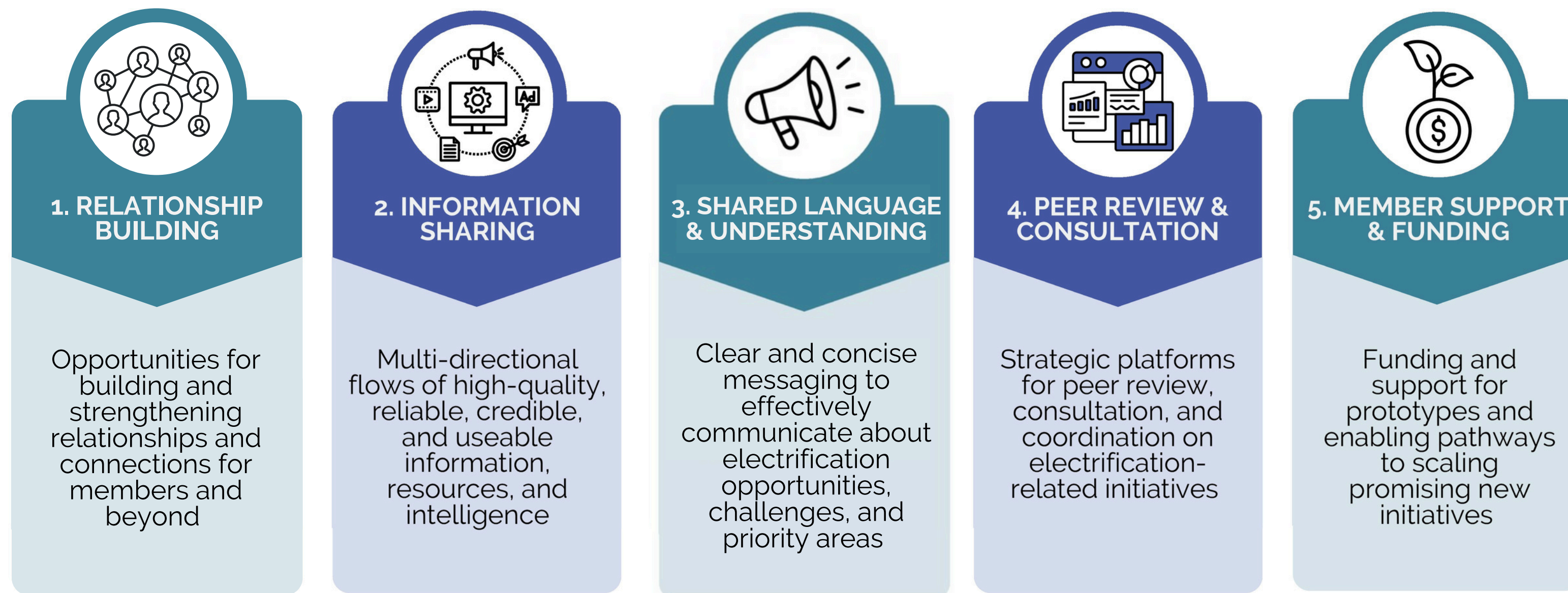
These actions require us to be agile and work together on multiple fronts at the same time in coordinated and aligned ways, including increasing building owner demand, shifting culture of contractors and trades, encouraging greater product availability and affordability for everyone, policy and regulation, and others.

We share our experiences and insights in a trusted space, learning from one another's successes and setbacks. All of this work is in service of reducing greenhouse gas emissions from buildings in BC in ways that centre equity, and that support achievement of our climate targets from the local to international levels.

FIVE AREAS OF ACTION

Getting to the vision

The current focus of B2E Coalition work is in **five areas of action**. Members of the network review, reflect, and revise these as necessary each year, as the opportunities and constraints for our work continue to evolve.





1. RELATIONSHIP BUILDING

By enabling

Opportunities for building and strengthening relationships and connections for members and beyond

B2E will accomplish

Growth, diversification, and strengthening of members with more and better connections leading to increased collaboration.

What we will measure

Common challenges and themes through member discussions

Pathway for success

Convene industry voices

Listen to challenges

Connect members with each other

Grow connections and membership

ACTION

What we will do:

- Organize networking events
- Host quarterly calls
- Partner on educational webinars/resources
- Create opportunities for engagement



2. INFORMATION SHARING

By enabling

Multi-directional flows of high-quality, reliable, credible and useable information, resources, and intelligence to/from network members

B2E will accomplish

More activation of network intelligence and creativity. Strategic interventions, greater knowledge transfer and fewer errors.

What we will measure

Qualitative feedback on value, applicability, and impact of participation in B2E relative to members' work

Pathway for success

Share knowledge

Increase collaboration

Avoid duplicated efforts

Increase network membership and value

ACTION

What we will do:

- Ongoing user-research into B2E member needs
- Centralize resources
- Surface emerging challenges and bridge silos
- Host calls and meetings



3. SHARED LANGUAGE & UNDERSTANDING

By enabling

Clear and concise messaging to effectively communicate about electrification opportunities, challenges, and priority areas

B2E will accomplish

Increased impact, support, and uptake of building electrification.

What we will measure

Resources produced and shared.

Increasing number and diversity of B2E members

Pathway for success

Increase awareness, knowledge, motivation

Activate communication channels

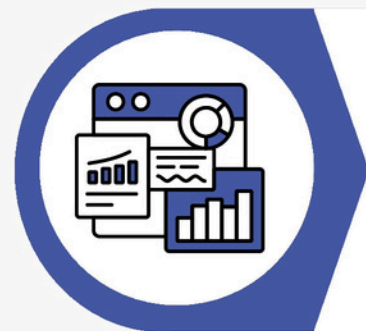
Implement more electrification

Reduce GHG emissions

ACTION

What we will do:

- Identify knowledge gaps
- Compile and synthesize research
- Create compelling, high-quality, accessible information on the value and benefits of electrification



4. PEER REVIEW & CONSULTATION

By enabling

Strategic platforms for peer review, consultation, and coordination on electrification-related initiatives

B2E will accomplish

Adoption of high-quality and aligned policies, regulations and programs that enable building electrification.

What we will measure

Number of meetings involving peer review, consultation, and coordination.

Number of requests for B2E member feedback

Pathway for success

Elevate expert opinions

Coordinate input

Activate strong and diverse voices

Strong policies and programs suitable to market conditions

ACTION

What we will do:

- Present ideas, concepts, and materials for feedback
- Engage with experts
- Connect members with consultation opportunities



5. MEMBER SUPPORT & FUNDING

By enabling

Funding and support for prototypes and enabling pathways to scaling promising new initiatives

B2E will accomplish

Innovation, active collaboration, and testing promising new solutions

What we will measure

Number of experimentation, prototyping, and innovative pilot ideas generated

Pathway for success

Encourage innovation

Seed funding for experiments

Derisk innovation

Share lessons and/or scale

ACTION

What we will do:

- Incubate and vet creative ideas
- Provide funding and support to initiatives
- Share success and lessons learned

NEXT STEPS

Where do we go from here?

We recognize that building electrification is a long-term process that presents both challenges and opportunities to implement.

In the near-term, the transition to low-carbon buildings requires many hands working together and taking collective action to scale up.

Not every building will electrify at the same pace, which will allow for electricity infrastructure improvements to grow at a similar pace.

With every passing year, the B2E community continues to play an important role in transforming the building sector with more electrified buildings.

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