

Press release:

Local talent joins global sustainability leader to launch BRE Canada

TORONTO, ON, October 4th 2011: World-leading built environment research and consultancy organization, BRE (Building Research Establishment) is launching its new Ontario based business, BRE Canada, at Greenbuild today. Canadian built industry specialist Julie Scarcella will head up the venture which aims to bring sustainability into the mainstream by working with new and existing Canadian clients to drive change.

Scarcella's intrinsic knowledge of the Canadian built environment with her 15 years at the helm of Blue Wilderness Group, coupled with BRE's 90 years of expertise in sustainable development will enable BRE Canada to deliver practical, affordable evidence based sustainability solutions to clients.

The business will initially focus on corporate sustainability, planning and policy, fit-for-purpose energy efficient design (including retail shop setup and 'assisted living'), building performance and waste management, construction standards and resource efficiency and selection. As part of the BRE group of companies, BRE Canada will channel its profits into registered charity the BRE Trust, these will then be used on research and innovation programmes in Canada.

"Canada shares a lot of the same challenges as the UK in terms of achieving higher levels of sustainability for its buildings, communities and businesses," said Niall Trafford, Chief Operating Officer of BRE Canada. "In creating BRE Canada we are looking forward to developing partnerships to build on Canada's already positive commitment to change."

Julie Scarcella, Managing Director of BRE Canada said, "Our new business builds on the BRE legacy of environmental ingenuity and sets the course for our vision to implant sustainability into the mainstream. Our range of products and services demonstrates our commitment to developing effective solutions that tackle our climate and clean energy challenges."

Phone: 519-599-6003 | E-mail: info@brecanada.com | Website: www.brecanada.com

Notes to editor

BRE Group

The BRE Group is a world leading research, consultancy, training, testing and certification organisation delivering sustainability and innovation across the built environment and beyond. The BRE Group is owned by the BRE Trust, a registered charity. The profits made by the BRE Group go to the BRE Trust and are used to conduct key research projects that benefit the construction sector and society. www.bre.co.uk

Blue Wilderness Group

Founded 1996 by Julie Scarcella, Blue Wilderness Group is an Ontario based boutique sustainability firm with expertise in project management, documentation process for LEED (NC), green building strategic planning, Park Policy and ICSP sustainable planning for municipalities. www.bluewildernessgroup.com

Background: BRE Canada

What makes BRE unique?

- BRE created BREEAM, the world's first environmental scheme for buildings. Over 200,000 buildings are certified with BREEAM and over a million have been registered for assessment since it was first launched in 1990.
- BRE has been instrumental in creating the sustainable development strategy for the 2012 Olympics.
- BRE has many unique testing facilities at its Watford site including:
 - A structures lab which can house a four storey building inside and can simulate anything from a flood to an earthquake
 - Two atmospheric wind tunnels in which natural wind can be simulated for environments ranging from open countryside to city centres
 - A burn hall which can accommodate a 9m-tall fire and other large-scale fire testing facilities
 - An anechoic chamber which absorbs all sound and leaves no echo, enabling accurate sound power and intensity measurements
- The 1985 Front Room Fire film made by BRE for the Fire and Rescue Service led to a complete overhaul of the furniture industry and its approach to fire safety.
- In 2007 BRE's Innovation Park launched the world's first volume-build zero-carbon house.
- Prince Charles' Prince's Foundation for the Built Environment has built a house on the BRE Innovation Park which adopts an alternative, natural approach to sustainable house building.
- BRE conducted a series of tests for NASA to determine how fire would behave in a zero gravity environment.
- The Building Research Station (BRE's former name) is referred to in Peter Wright's infamous 'Spycatcher' memoir. The book reveals that BRE developed a special quick drying plaster to enable spies to insert bugs into walls.
- BRE's SMARTWaste suite of tools has measured over 13 million tonnes of waste so far, equivalent to 130,000 Blue Whales (weighing approximately around 100 tonnes each).



Q & A with Julie Scarcella

Q: Why did you decide to head up BRE Canada?

A: My company, Blue Wilderness Group, founded EcoSpex. In the early days of the conversation with BRE, I was looking for an equity partner to help move EcoSpex to the next phase of going to market. BRE believed in me and was willing to support EcoSpex and contribute technical and other expertise, which I thought was an outstanding complement.

From there the conversation expanded to a bigger picture and having a BRE Canada office. I had to think about that because it meant not focusing solely on EcoSpex but looking at other opportunities for sustainability. I concluded that this was a good balance and believed it was a game changer for Canada to have access to BRE's 90 years of experience, a global team of experts, research and innovation. The BRE products encouraged and just 'WOWed' me as did the organization's genuine commitment to make an imprint on sustainability thinking and practice. It goes one step further and 'walks the talk'. Its spirit to encourage and support change in the built environment is so inspiring.

Q: Will BRE Canada offer the same services as Blue Wilderness Management Group?

A: BRE Canada will offer more services than Blue Wilderness Group did. Blue Wilderness has expertise in specific parts of the industry and the focus in this new partnership is to bring other

Background: BRE Canada

BRE innovation and consultancy products and tools to Canada. Some of these products may already be here in the Canadian marketplace, but they are not as diverse as BRE's products and the BRE positioning is so much more advanced.

Q: What is happening to the EcoSpex Green Guide?

A: We merged the technical and practical features from Ecospex to create Ecospex Green Guide, offering the industry new and innovative aspects to the system. BRE is providing financial and technical expertise for EcoSpex GreenGuide and is supporting the long-term reach in and beyond Canada. We are committed to raising standards for green building materials and methods with the introduction of our Environmental Product Declaration and Responsible Sourcing as well as the tools offered within Ecospex.

Q: What is happening to other programmes and contracts run by Blue Wilderness Management Group?

A: We are finishing up our Blue Wilderness contracts. Any new contracts will be with BRE Canada.

Q: Where will BRE Canada be based?

A: We will have offices in Toronto, Canada's economic centre and in Thornbury, where I live.

Q: Will you still maintain your positions on green building committees?

A: Absolutely. Volunteering on green building committees allows me to work with other people from different sectors of the industry and continuously learn from them. It fosters openness and transparency and it also enables me to give back

Q: What green building committees are you involved in?

A: I'm the Founder and Director of the Ontario Sustainable Construction and Resource Centre (OSCAR). In addition, I'm on the program committee for the Canada Green Building Council Toronto Chapter (CaGBC), a committee member (Green Building) for the Toronto Construction Association and I'm also on the ISO Committee for Construction Standards for Buildings.

Q: What are your aspirations for BRE Canada?

A: Aspirations for BRE Canada include:

- Improving the quality of our economic, environmental and social legacy for the next seven generations
- Helping Canada be more competitive internationally
- Partnering with Canadian industry, government and education to advance research and innovation for the built environment
- Innovating, testing and showcasing best practices, new methods and construction materials through the upcoming BRE Canada Innovation Park
- Bringing world-class expertise to Canada
- Influencing consumer behaviour through improved awareness.

Q: How does BRE Canada plan to showcase innovation and industry best practices?

A: I think the upcoming Innovation Park will be a real catalyst for Canada in engaging industry, government and consumers in sustainable thinking. It will also be integral in driving knowledge and innovation, demonstrating different code levels and materials usage, understanding the impacts of construction materials and how to design houses differently for a sustainable future.

BRE Canada will also showcase innovation and best practices through our consultancy and tools.

EcoSpex will provide transparency, integrity and will verify results for sustainable materials. The pilot will take us to a different level of industry support and respect.