

ECONEXT CLEAN GROWTH IDEATHON · SEPTEMBER 27, 2026

Greenprint

Every Newfoundland and Labrador home, fixed or built right for the energy future.

One home file · two doors · one engine

The help exists. It can't reach the people who need it most.

~70,000

households, nearly 1 in 3 (31%),
spend more than 6% of income on
home energy

Efficiency Canada

60%

of households heat with electric
baseboards, the highest share in
Canada

Statistics Canada, 2021

25.2%

of residents are 65 or older, the
first province past one in four

Statistics Canada, Jul 1, 2025

8+ programs from 4 funders, and 1 hands-on navigator, in St. John's only

NL Hydro needs new winter capacity, fast.

385 MW+

of new island capacity needed by 2034

NL Hydro, 2024 Resource Adequacy Plan

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**Demand for electricity is
outpacing traditional utility
timelines...**

NL Hydro, Strategic Plan 2026–2030

A retrofit can start this winter.

THE SOLUTION

One home file. Two doors. One engine.

Shared engine Reads documents · matches every program · pre-fills forms · books audit days · tracks each home until rebates are paid

Existing home

About 223,000 occupied homes

1

Invite

Opt-in via the power bill or town office

2

Sign up

One short form, with help if needed

3

Plan

Savings estimate, programs, pre-filled forms

4

Audit day

Target met: one advisor, one trip **NEW FOR NL**

5

Install

Insulation first, then heating

6

Track

Rebates claimed and paid out

New build

1,568 homes started in 2025

1

Plans in

Survey, plans and elevations

2

Green check

Heat pump, heat recovery ventilator, framing

3

Permit readiness

Checklist gaps, fees, pre-filled forms

4

Build

Inspections, power hookup, 3D by stage

5

Home record

Certificates, warranties, rebates to claim

Replaces none of the existing programs. Makes them reachable outside St. John's, and visible before the permit.

Hit your town's target, and one advisor does every audit in one trip.

TOWN AUDIT DAY

Gander

7 of 10 homes



3 more homes book the advisor's visit.

No target in 60 days? The advisor comes anyway, on a regional loop.

Join Gander's audit day

4 advisor firms for the whole province.

One trip, ten evaluations.

Insulation first.

Lower bills, less load on the grid.

What every 1,000 retrofitted homes could do

2.7 GWh

gigawatt-hours of electricity
saved a year

1.9 MW

megawatts off winter peak

\$420K

a year off power bills

10,000 homes by 2034 $\approx$ 19 MW, about 4–5% of the new capacity NL Hydro needs.

WHY IT WORKS

It works for everyone in the chain.

HOUSEHOLDS

Lower bills. One sign-up.

THE GRID

Less winter peak, starting this winter.

LOCAL CONTRACTORS

A town's worth of booked work from one trip.

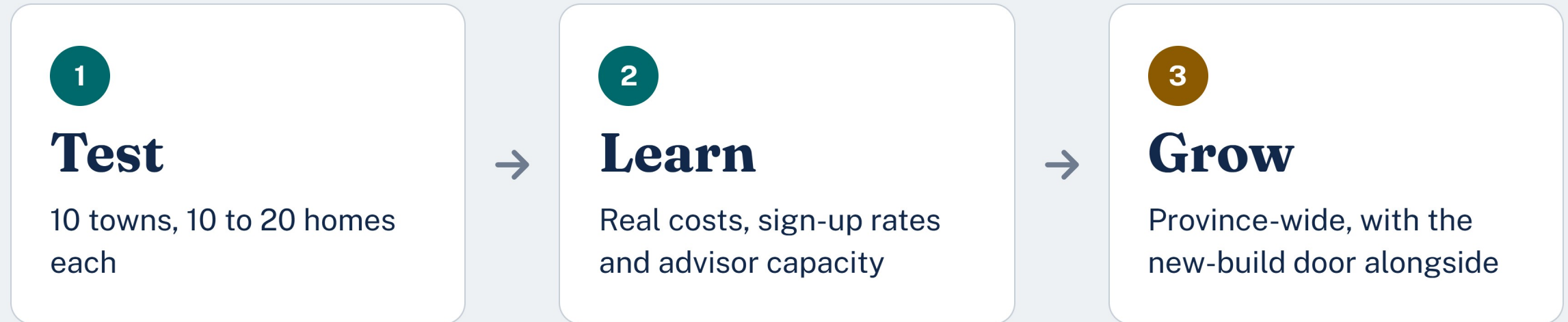
SMART CONTROLS

A ready group of homes for winter-peak programs.

WHO PAYS?

Utilities already spend millions a year helping customers use less energy. Greenprint could be paid from programs like that, only when an upgrade is finished.

Start small, then grow.



Greenprint

Every NL home, fixed or built right.

Let us show you how it works.

Prototype built with Claude Design. Independent concept: not affiliated with or endorsed by NL Hydro, Newfoundland Power, takeCHARGE, econext, NL Housing, CMHC or the City of St. John's.

One old home fixed. One new home built right.

1

Kennedy home, Gander

Oil receipts and bills in; five facts found

2

Likely programs

Oil to Electric up to \$22,000;
Home Repair \$10,000

3

Audit day

Gander moves from 7 to 8 of 10 homes

4

The plan

Insulation first, then a cold-climate heat pump

5

Walsh green check

Baseboards, no HRV and 16-inch framing flagged

6

Switch to heat pump

Illustrative cost drops; Eco Plus: may qualify

7

3D house

Footings to move-in in five seconds

Existing-home door

New-build door

APPENDIX

Sources

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