



**Clean Air Partnership**



June 2, 2023

# Who are we?

## Our Vision

To foster a progressive Canadian HVACR industry that provides the highest quality, most energy efficient and environmentally responsible systems for indoor comfort and refrigeration processes

## Our Mission

HRAI will provide leadership for the HVACR industry with governments, the public and the energy sector through communications, education and advocacy in Canada & internationally.

# Our Aspirational Outlook



HRAI is the acknowledged voice of an informed and engaged membership across Canada



HRAI is a recognized leader in Canada's campaign to address the climate crisis



HRAI is a catalyst for an HVACR workforce that is well prepared to meet the demands of a low carbon economy



HRAI is a trusted resource for information on HVACR trends and best practices

# Overview

## Scope

- 50+ years in business
- 1,150 member companies
- Represent 100k employees and \$12B in revenue
- 25 staff, 10 instructors, 17 chapters

## Key Activities

- Advocacy and Government Relations
- Industry Training
- Communications
- Tradeshow
- Environmental Stewardship

850  
Contractors

100  
Manufacturers

45  
Wholesalers

150  
Associates

# Industry Collaboration



# Combating Climate Change: We are prepared to lead the way!



The HVACR industry has the technology and the expertise required to make the transition to net zero carbon emissions.



HRAI will work diligently to move the industry, consumers and governments along the path of zero carbon emissions.

- ✓ Goal setting
- ✓ Facilitate participation
- ✓ Industry input
- ✓ Training and development

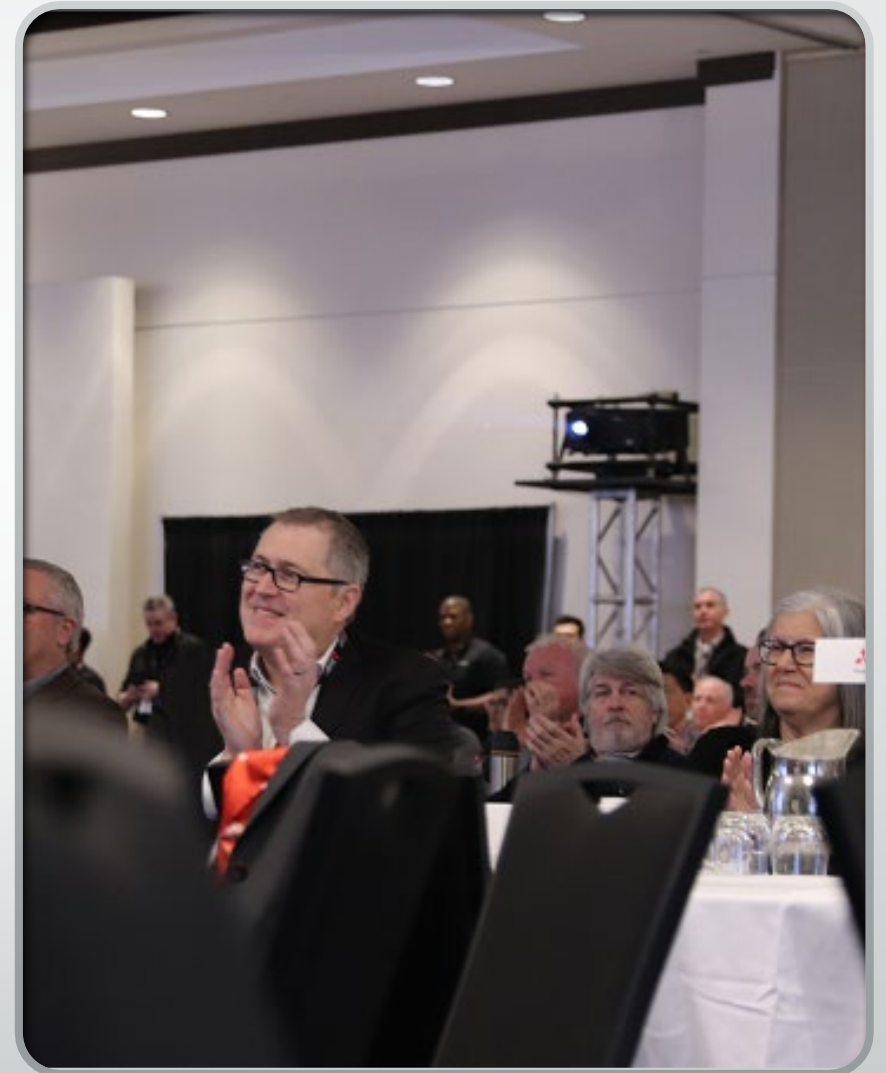
# Climate Change Engagements

- Connecting HRAI members and industry professionals with the policy-makers and climate change champions



# Heat Pump Symposium: Success!

- 600 + attendees
- Wait list of 100+
- 60 exhibitors (sold out)
- 25+ speakers
- 12+ sponsors





# Active with all levels of Government



HRAI Chair Scott McDonald Delivers News Release at National Press Gallery



# Recent Municipal Activities

- HRAI participated in the Federation of Canadian Municipalities' (FCM) 2023 Sustainable Communities Conference
- Representation from various municipalities at HRAI Climate events
- Development of "The Heat Pump Advantage" sales training program

# Industry Needs for Building Decarbonization

## Four-fold Supports Needed to Support Electrification of Heating

### Demand Side

- Market Stimulus (grants, loans, tax credits)
- Consumer Awareness/Education (high level, to aid informed decision-making)

### Supply Side

- Ensuring supply through supply chain management, including “on-shoring”
- Ensuring supply of workers through workforce development

# Industry-recognized Training



Expert instructors



Post-trades training –  
level up



Enforces codes and  
standards  
requirements



Recognized by Building  
Officials across Canada

# Helping You Achieve Your Goals

- Our contractor members are already vetted – you can count on us to help in a meaningful and professional way
- The whole supply chain at your disposal
- Stay connected and in tune with the industry
- Improve harmonization
- Leverage economies of scale

With a commitment of at least 15 Clean Air Partnership members, get an annual HRAI membership for only \$300 ea.





# Questions?

