

# PREPPING FOR A CARBON-NEUTRAL FUTURE



Canada has made great strides in its bid to reduce carbon emissions. Its net-zero vision, however, relies on industries to adopt greener practices and technologies. This includes players in the heating, ventilation, and air conditioning (HVAC) community who are at the frontlines of the country's energy shift.

*"Carbon-based heating solutions will be phased out in the coming years, so the future of the HVAC business depends on their adoption of carbon-neutral heating solutions,"*

*Katharine Czych, Residential Business Manager, HVAC Division, with Mitsubishi Electric Sales Canada Inc., (MESCA) noting, "Property stakeholders may not be installing options like heat pumps today, but the demand is certainly increasing."*

Certainly, the move towards cleaner and more efficient HVAC technologies is no passing trend. Modern solutions such as Mitsubishi Electric heat pumps and variable refrigerant flow (VRF) technology are gaining traction.

*“VRF is a very efficient system,” agrees Syed Abid, Commercial Sales Manager with MESCA’s HVAC Division. “With higher COP values, they can help end-users not only achieve a more energy-efficient HVAC system, but also save on operating costs, lower their greenhouse gas (GHG) emissions, and reduce their overall carbon footprint.”*

With these benefits in mind, HVAC professionals across the supply chain play a critical role in educating property owners, developers, consulting engineers, contractors and facility managers on the advantages of exploring eco-forward heating and cooling alternatives.

“The carbon-neutral technologies that are in the market or close to development can assist HVAC companies in achieving their client’s goals of developing more resilient, energy-efficient buildings, so it is beneficial for those specialists to learn what’s out there and how they can change the industry,” notes Clive Carr, Residential Sales Manager with HVAC Product Sales, MESCA.

The need to raise awareness for carbon-friendly solutions applies as much to commercial and institutional clients as it does to everyday Canadians. Specifically, Czycz says, “Homeowners also need to know what options are out there to reduce their carbon footprint and make their homes more comfortable. That’s why, moving forward, they’ll want to deal with a knowledgeable contractor who provides them options for their home and is confident in the merits of the solutions they are providing.”

### **Train the trainers**

While appetites for carbon-neutral buildings have risen, many remain reluctant to leave fossil fuels behind.

Preparing Canadians for a net-zero future means ensuring the HVAC community is equipped to lead the change. Already, many such stakeholders (e.g., HVAC developers, designers, engineers, manufacturers, and sellers) are aligning with industry partners like MESCA, environmental organizations, and government bodies to boost their skills around carbon-neutral technologies.

“It is important to partner with a manufacturer that will be there to support their business in the long run with sales, installation, and technical support,” insists Czycz.

For its part, MESCA offers a range of training programs for HVAC professionals at its facilities located throughout Canada and via in-house contractor workshops. Their programs provide technical training (e.g., installation, commissioning, servicing, troubleshooting, and advanced topics) designed to raise awareness and capabilities around new technologies like VRF. Moreover, successful participants are qualified to offer extended warranties on MESCA HVAC equipment to their clients.

“We focus a lot on educating our contractor community because it not only benefits the HVAC community, but it ensures only experienced hands are handing over products in the field,”

explains Pushpinder Rana, Commercial Product Manager with MESCA.

“Without this ongoing training, there will always be a gap between what we want to achieve in the industry and what’s actually happening in the field.”

Beyond this, MESCA offers on-site training and education for property owners, managers, and maintenance teams. The goal is to help “boots on the ground” stakeholders make optimal use of their MESCA equipment and unlock greater efficiencies, savings, and eco-friendly advantages throughout their lifespan.

Pushpinder adds that MESCA provides customized training programs for front-end players, such as consulting engineers & design build contractors, noting, “These sessions are more geared towards engineers and designers who want to know more about product profile features, efficiency levels, or specific topics such as our air, water, and ventilation systems.”

Canada’s journey towards a carbon-friendly future takes preparation. Herein, partnerships like those between MESCA and the HVAC community are proving key in aligning all stakeholders on the same path.

*Mitsubishi Electric Sales Canada Inc. features the largest portfolio of energy-efficient, non-carbon based heating and cooling solutions in the market.*

*For more information on training, visit <http://www.mitsubishielectric.ca/en>*



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