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Title: Competition, Collaboration, Transformation! The BOMA Québec Energy Challenge

Abstract: In 2018, BOMA Québec launched the Building Energy Challenge (Défi Énergie en immobilier), a four-year competition to encourage commercial and institutional building owners, managers, and tenants throughout the province of Québec to work together to reduce the energy consumption and GHG emissions of existing buildings. The idea for the Challenge emerged three years earlier, as a means to address the divide between property managers in many cases believing they had "already done" energy management, and a community of building managers that was largely unaware of what energy management meant. BOMA's goal was to transform the market by connecting the disparate market players and nudging them to act through gamification and recognition.

The Challenge consists of three distinct layers designed to foster cooperation, participant perseverance, and peer-to-peer competition:

- GHG Emissions: Reduce direct by at least 10% during a 3-year period;
- Energy Performance: Achieve the greatest percent reduction in energy consumption. Participating buildings are grouped into categories according to building type, size and baseline energy intensity
- Collaboration: Participant teams owners and tenants working together submit energy efficiency and emissions reductions initiatives. Leading projects are selected by a jury of energy experts on the basis of innovation, collaboration, and impact.

The Challenge creates an energy management framework for participants identify your baseline, develop a strategy, implement energy savings measures, measure and report performance, demonstrate leadership and a motivational structure based on recognition.

So far, the Challenge has encouraged close to 150 buildings from across the province to sign up and commit to improving energy performance and reducing emissions. By ensuring that each participant includes building ownership, building management, and tenants, the Challenge brings all the key market players together around a shared energy management objective. The presentation will address the following:

- The motivation of BOMA Québec and its partners to launch the Challenge
- Roadblocks to implementing a province-wide, voluntary energy management competition
- Problems Challenge participants encountered early-on, and how these were addressed
- Market transformation observations
- Plans to scale Challenge outcomes

The outcomes will highlight the importance and challenges of involving all key market players (owners, managers, tenants) and driving broad-based engagement on energy management without regulation or financial incentives. The author is the co-initiator of the Challenge has been closely involved in the development and implementation of the Challenge from its inception. She now acts as the Challenge Technical Lead.