



*Advice and
financial incentives
to become more
Energy Efficient*

Krista Downey Energy Efficiency Champion- Individual

Architect Krista Downey is one of the province's foremost advocates for energy efficient design and construction.

Founder of the Green Canary Group (GCG), a design firm that approaches construction with green building principles and a focus on educating clients about energy efficiency and sustainability, Krista's commitment to energy efficiency is at the heart of her life's work.



Krista assists New Brunswickers in building energy efficient homes and buildings to fit naturally within, not only the physical building site, but also within the community and ecological and societal landscape. Her work is primarily within the residential sector yet also includes projects as diverse as eco-tourism retreats, health and wellness centers, long-term care facilities, places of worship, equestrian facilities and community developments.

Krista's projects focus on energy efficiency principles, strategic orientation and on making use of low-impact, reclaimed and recycled materials, renewable resources and locally sourced and produced products.

"I've been designing this way since I was in university," says Krista, "I'd be doing this regardless of where I was, but I am especially glad to be doing this in New Brunswick—we have tremendous resources in this province – tremendous people in this province. We may not have a dense population base going for us but why shouldn't we have what others have? Every one of us can make a difference. It's the right way to design and build."

Krista collaborates with builders and energy management professionals to research and introduce new products, new manufacturers, retail relationships and progressive construction practices. Thanks to her breadth of knowledge and passion for energy efficiency, architecture and sustainability, Krista has helped her clients, local suppliers and the regulatory community, have a better understanding of energy efficient construction.

Krista says it is satisfying to be recognized, and also to see the market and knowledge base in the province shift towards energy efficient construction. "It's a hard mountain to push but once you start to feel it move, and you begin to feel the shoulders of others pushing with you, it is rewarding."

Several of Krista's projects, in New Brunswick and abroad, have been recognized with awards including a Premier's Award for Energy Efficiency in 2009 in the residential category for her own home and in 2010 for a client's net zero home. Krista says, "I am grateful for Efficiency NB's awards, but more importantly, for their ongoing efforts as they are



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instrumental in promoting energy efficiency and providing the public with the appropriate tools to make informed decisions about their building projects.”

Widely recognized for her knowledge, ability and design experience in energy efficiency, Krista was asked to contribute to the Conservation Council’s information video “Our Energy Future.” Krista also presented at this year’s Atlantic Green Show and Green Shops Fredericton Sustainable Business Sessions and was co-author of a series about New Brunswick’s green economy, called the Green Owl Report, which was published this fall in the Telegraph-Journal.

“Krista Downey is one of those remarkable visionaries who not only thinks outside the box but has the conviction and pragmatism to turn ideas into action,” says Gary Stairs, fellow co-author of the Green Owl Report series. “It is citizens like Krista who challenge others to be greater, to improve the way we do business, and the way we live our lives every day.”



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