



PR FOR PLANET EARTH™

A REPORT ADVOCATING
FOR SOCIALLY RESPONSIBLE
SUSTAINABLE DEVELOPMENT

BALCONY WINDOWS BRING FRESH AIR INTO RHODE ISLAND HOME

ENEREF INSTITUTE EXAMINES HOW A HOMEBUILDER
INCREASES HOME VALUES USING OPERABLE SKYLIGHTS

“Builders and developers have to realize that women have a controlling influence in the purchase of ninety one percent of all new homes,” homebuilder Hugh Fisher pointed out.

Everyone appreciates convenience and

appealing aesthetics in their home, as well as elements like a fresh indoor environment and more daylight. Yet, it is through the female perspective that *h.a.* Fisher Homes are designed. They are constructed to be, as Hugh Fisher

THEY'RE REALLY FANTASTIC. IT'S THE MOST DRAMATIC ROOM IN THE HOUSE.

KATHY WONG | Homeowner

described, “woman-centric.” That is, their design stems from what women perceive and value when buying a home.

Sarah Fisher, VP of Design at *h.a.* Fisher Homes, explained, “Women-centric design is just great design. For example, adding more daylight helps our customers live more comfortably in their homes. As far as skylights, our homeowners really love the concept. When they see them, they want them.”

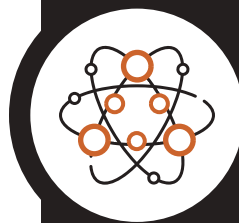
Hugh Fisher, President of *h.a.* Fisher Homes, concurred: “People love skylights, and women notice all these details and appreciate them.”

h.a. Fisher Homes are architecturally designed by Design Basics, the company that conceived and coined the woman-centric concept.

“We’ve got buyers who recognized that if you reduce your dependence on electric lighting and your dependence on the air conditioner because you are able to get good venting through skylights—that appeals to them because of that

green connotation,” says Paul Foresman, Director of Business Development of Design Basics.

Fisher builds their homes with VELUX skylights, which provide ample natural daylight. Some homeowners opt for VELUX operable venting skylights, which also offer access to fresh outdoor air. Fresh air is conducive to thermal comfort and enhances indoor air quality, which is especially important as people today average 90% of their lives living and working indoors.



THE *SciBox*:

ABOUT INADEQUATE VENTILATION

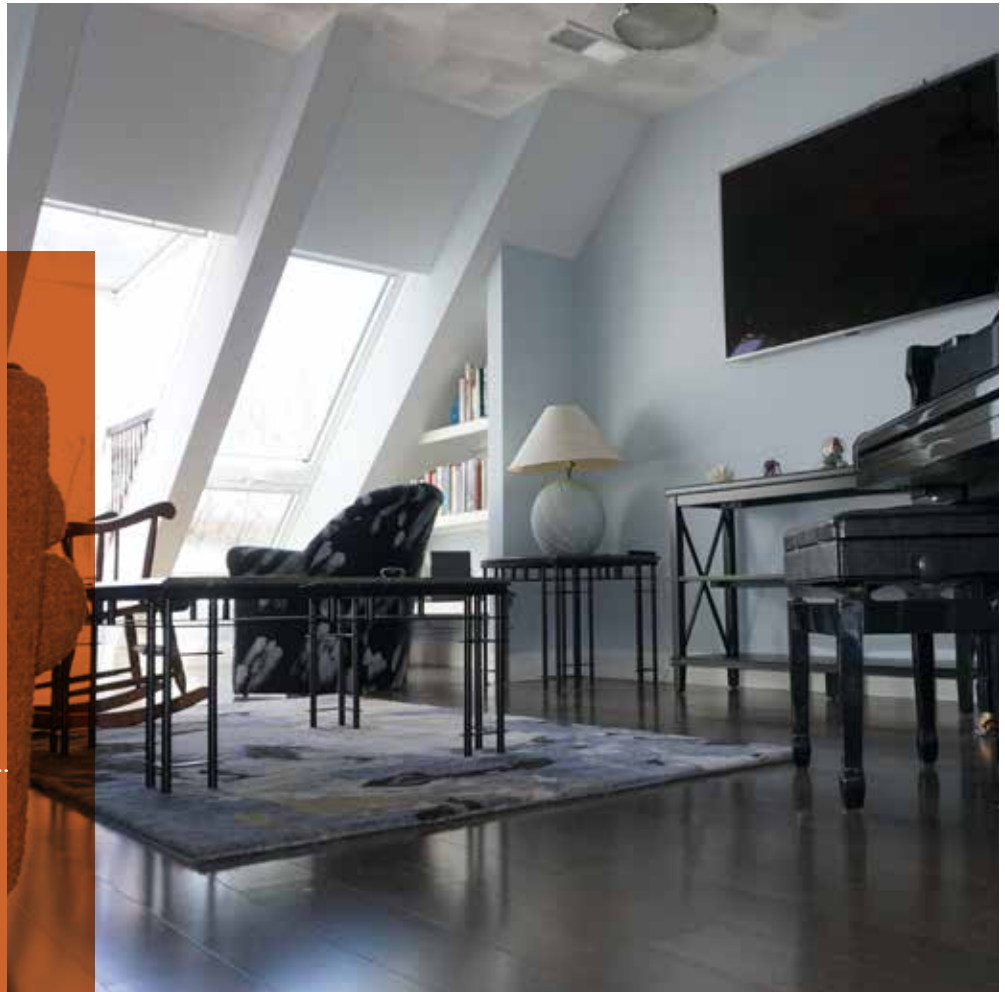
Poor indoor air quality (IAQ) can have detrimental health impacts.

INDOOR AIR CAN BE CONTAMINATED, by living pathogens found naturally in the environment, such as mold, mildew, pollen, bacteria and even viruses. Moreover, non-biological contaminants, such as volatile organic compounds (VOCs), can be found in various manufactured household items.

Poor IAQ can exacerbate respiratory problems. Nearly ten percent of people in the U.S. are diagnosed with asthma, costing the nation over \$80 billion annually in medical expenses, missed work and school days, and deaths. Asthma disproportionately impacts the young: according to the 2011 National Health Interview Survey, over 10 million children under the age of 18 have been diagnosed with asthma in their lifetimes. .

SKYLIGHTS CREATE THE ROOM

“With the skylights, we found we had other uses for the room, like we needed a place to put a baby grand piano,” said Kathy Wong.



THE SIGNIFICANCE OF FRESH AIR

“In the summer, we’ll open the skylights and use the natural venting to draw up hot air for natural cooling,” explained Rich Wong, a homeowner who purchased a *h.a.* Fisher Home in Reynolds Farm, RI. “It’s a significant air conditioning savings.”

Operable venting skylights freshen up indoor air and allow for the natural extraction of “used air” by creating a pleasant breeze. The breeze also reduces indoor humidity, and its accompanying dampness and microbial growth, by

accelerating the rate of evaporation. This is especially useful after water use, such as bathing or washing floors.

“Being able to ventilate, especially in rooms with higher ceilings, becomes increasingly important,” explained Paul Foresman of Design Basics. “And in bathroom designs that don’t have the potential for windows, skylights can resolve those moisture issues.”

Airing out the home with venting skylights also brings in sounds and scents from outdoors, and it enhances the sensation of freshness when cleaning,

decluttering or even just throwing sheets on the bed.

“Skylights can make a huge visual impact,” stated Foresman of Design Basics. “And sunlight is a natural antidepressant.”

Sarah Fisher explained, “The benefits of having daylight are huge, emotionally and psychologically, as well as just practically when you are living in a home with extra light coming into the kitchen, closet, bathroom...It’s a beautiful thing.”

When Kathy and Rich Wong purchased their home from *h.a.* Fisher, the couple wanted a west-facing balcony on the second



CABRIO WINDOWS IN WONGS' HOME

The windows open outward on hinges to allow for extra headroom and beautiful panoramic views.

floor above the kitchen and a cutout on the roof that would provide open air. Kathy and Rich initially planned to use the room as an attic and wanted access from the attic to the balcony. The Wongs opted for VELUX Cabrio “balcony windows” for their finished attic, which exceeded their expectations as soon as they saw the results.

“They’re really, really fantastic. It’s the most dramatic room in the house,” Kathy said.

“Without the Cabrio windows, it wouldn’t have been a room; it would have just been ordinary attic space,” agreed Rich.

AN INCENTIVE TO SAVE ENERGY

Beyond the pleasant appearance of skylights, homeowners in RI and MA can benefit from an energy-saving incentive program offered by the utility company NationalGrid. NationalGrid

contracts CLEAResult to run their Residential New Construction Program, which encourages energy efficiency by offering rebates in exchange for the installation of energy-saving skylights.

To determine efficiency, CLEAResult uses energy-modeling software called REM/Rate. The REM/Rate software models the skylights’ specifications—including type, pane, roof pitch, view, area, solar heat gain, shading and orientation—and gives VELUX skylights their high efficiency rating. CLEAResult examines about 700 houses a year.

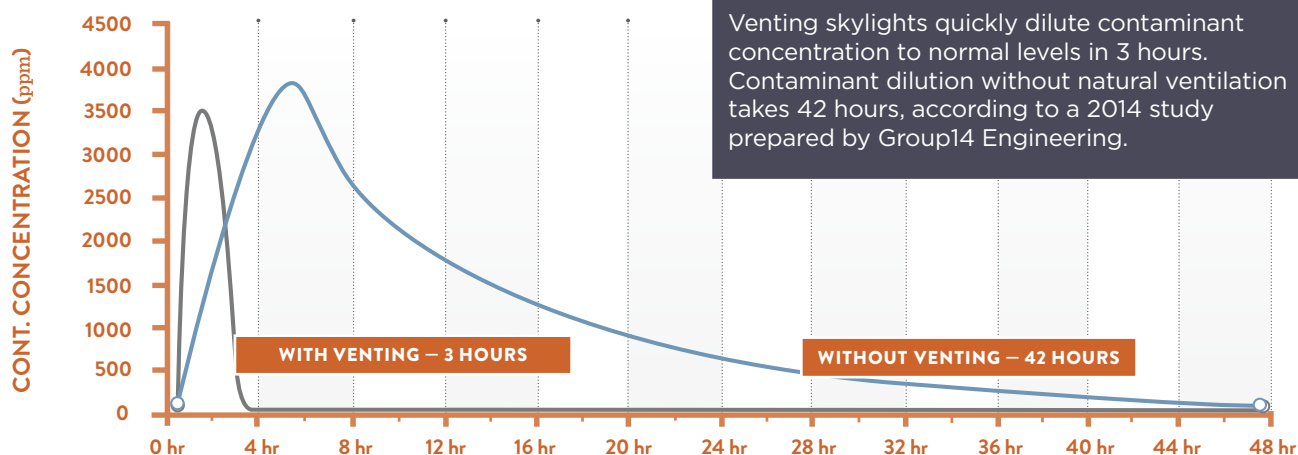
THE PRACTICALITY OF BALCONY WINDOWS

The Wongs’ balcony gives Kathy and Rich both natural light and a great view of Reynolds Farm, while, at the same time, letting the outside environment flow

VENTING SKYLIGHTS IMPROVE AIR QUALITY

CONTAMINANT PARTS PER MILLION

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Venting skylights quickly dilute contaminant concentration to normal levels in 3 hours. Contaminant dilution without natural ventilation takes 42 hours, according to a 2014 study prepared by Group14 Engineering.

seamlessly into their home.

Sarah Fisher expressed her perspective on the Wongs' room like this: "I love when a house has a bonus room with a slanted cathedral-style ceiling. We can flood it with daylight."

The Wongs' skylights, which are VELUX Cabrio windows, open in seconds with an effortless push, creating an instant balcony. When closed, the Cabrio balcony fits flush with the roof. The windows open outward on hinges to allow for extra headroom and beautiful panoramic views. The upper section is top-hung and opens outward like a traditional rooftop skylight, while the bottom

section unfolds into a glazed balcony with side railings. A built-in air filter prevents dust and insects from entering the Wongs' home.

"These balcony windows can even let in fresh air when the homeowners are away from home, without them having to think about safety or weather," explained Hugh Fisher. "And when closed, the skylights are airtight with excellent insulation."

MINDFUL HOMEBUILDERS, HAPPY HOMEOWNERS

"With the skylights, we found we had other uses for the room, like we needed a place to put a baby grand piano," said Kathy. "And right next to the windows

are two chairs, so we can just sit there by the balcony and read. It's very nice."

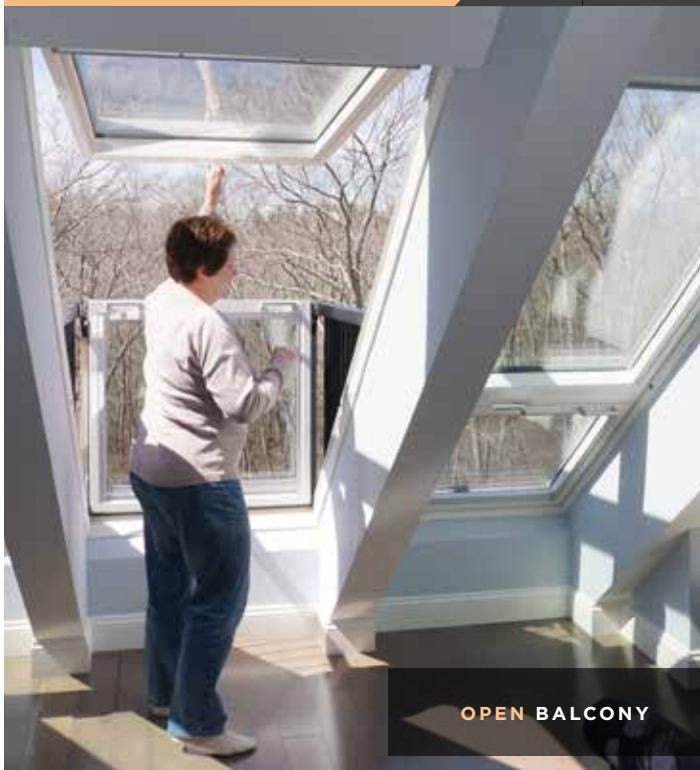
Rich also expressed his satisfaction: "We're happy to say, we love the room we have and we're glad that we did it."

Sarah Fisher offered a final thought: "I tell customers—listen, you will love skylights. And I'm a proponent for solar-powered venting skylights."

As Hugh Fisher explained, "My overall goal is to build homes to the highest standards. Our higher standards increase the property values of both our homes and the surrounding neighborhoods."

SKYLIGHTS *that are* BALCONY WINDOWS

IMPROVES | • Freshness • Lighting • Humidity • Temperature





LEAD BY EXAMPLE.

ENEREF CAMPAIGNS ARE DESIGNED TO CREATE A COMMON UNDERSTANDING OF SOLUTIONS TO GLOBAL WARMING AND ENCOURAGE PEOPLE TO TAKE ACTION.

AS A SOCIETY, we're more likely to act on environmental solutions when knowledge is shared. That is, when every member knows the same information—and knows that every other member shares that knowledge, too. A viral argument becomes common knowledge, and common knowledge becomes

action. Eneref Campaigns bring about that positive tipping point by creating the dynamic of common knowledge and the perceived social pressure to act responsibly. We'll ignite a movement so that you can lead others.

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LEAD OTHERS. INFLUENCE CAUSE. DRIVE CHANGE.

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A hand is shown holding a stalk of wheat against a sunset background. The hand is positioned in the center, with the fingers gently grasping the wheat. The background is a warm, golden light from the setting sun, creating a soft glow. The wheat stalks are in the foreground, some in focus and some blurred. The overall mood is peaceful and natural.

PR FOR PLANET EARTH™

*Every organization
must harness their capacity to
improve our planet and society.*

Right now, we need to make unprecedented changes to ensure a sustainable and equitable society. Limiting global warming requires rapid and far-reaching transitions in land, energy, industry, buildings, transport and cities. Every extra bit of warming matters to reduce irreversible harm to our ecosystems.

We encourage organizations to grow sustainably and act responsibly by raising awareness for clear, specific solutions that offer an efficient use of natural resources, demonstrate social responsibility and foster a peaceful, earth-friendly economy.

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