

A World Leader in Innovation
Come and grow with us!

SMARTER HOMES INCENTIVE PROGRAM (SHIP)



THE CHALLENGE

How to accelerate residential development in Summerside while addressing consumer needs and the greening of the municipality.

THE APPROACH

The City of Summerside offered developers the chance to promote new and innovative best practices in residential development while enabling the city to further its Living Lab agenda. The program centered around five key incentives: 1. Conversion to LED street lighting for superior visibility with clearer night skies, less light spill onto private property and fewer outages. 2. Connectivity to the city's fiber optic network, allowing homebuyers to save money through technology while helping the environment. 3. Smart meters for savings through informed electricity usage, more accurate billing and automatic notification of repair needs. 4. Free electric vehicle car chargers with participation in the city's reduced-rate energy storage program. 5. Energy storage utilizing state-of-the-art ETS (electric thermal storage) furnaces, room heaters and water heaters to heat homes and water from wind power with a reduced electricity rate locked in for five years and zero carbon footprint.

THE RESULTS

The pilot subdivision sold out in less than one year with over 85% participation in program incentives.

BACKGROUND

However smart, however new, however innovative, it is Summerside's commitment to both the consumer and the environment that is the deciding factor.

SEE OVER FOR MARKETING YOUR OWN INNOVATION



LIVING LAB

City of Summerside
Prince Edward Island

About the Summerside Living Lab

A Living Lab is a platform for industry to collaborate with government in exploring real-world issues and demonstrating how innovation can provide solutions. The overarching goal of Summerside's Living Lab is to advance innovation and create export development opportunities in partnership with early start-ups or established enterprises, while assisting the City's growth.

The Lab brings together partners with a shared vision that will produce results for those who wish to build business models for advanced deployment in earlier stages of product life.

With its unique and empowering infrastructure, Summerside is a test bed for firms looking to develop real market solutions, validation, and full-scale deployment of products and services.

In Summerside we understand...

- ▶ **The Problem:** A Business faces challenges validating its technology through rapid testing, prototyping and commercialization. Providing product credibility presents a major barrier.
- ▶ **The Solution:** A municipality devoted to reducing development time and validation in a fail-fast/fail-cheap environment — a unique opportunity for rapid commercialization.
- ▶ **The Bottom Line:** Summerside provides a robust and sophisticated environment with a unique range of empowering assets including its own electrical company, renewable energy and fibre optic network. It operates in a completely open and mutually beneficial collaborative manner.

Come and grow with us!

If you are interested in validating your technology for North American markets:

CONTACT

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