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Building integrated solar technology, the pivotal solution to enhance building efficiency**Danial Hadizadeh***Harvard Business School, UK*

The construction industry is responsible for 40% of the world's greenhouse gas emissions. But what if, instead of contributing to climate change, the industry could mitigate it? In this session, Danial Hadizadeh, Founder and CEO of Mitrex, will discuss how building-integrated photovoltaics are the construction industry's answer to climate change. BIPVs are not necessarily new, but poor aesthetics and high costs have been historical barriers to adoption. However, recent advancements in technology have opened the doors to design freedom and commercialization.

Cost-effective, aesthetically pleasing, and rapidly produced BIPVs are no longer a future dream, and they can drastically reduce Canada's building emissions. They can do this not only by producing green energy, but also by solving the problem of single-purpose construction materials. Single-purpose construction materials passively sit in place without contributing anything more than the one purpose for which they were designed. When we put stone cladding on a building, it is still only stone mounted on a wall. Likewise, a solar panel, while producing green energy, is still only a solar panel; it does not contribute anything else to the building envelope. But if we combine a panel of cladding with solar cells, and we make it aesthetically pleasing, and we add insulating properties, and we make it affordable, and it generates revenue for clients, we suddenly have one material addressing multiple needs.

If Canada wants to reach net-zero emissions by 2050, innovation is desperately needed, and adopting beautiful and cost-effective BIPVs is a solution we can implement now.

Biography

Danial Hadizadeh has completed his B.Sc. in engineering from Ryerson University and his MBA from Harvard Business School. With more than 15 years of experience within the construction industry, Danial has established a track record for success and a willingness to make an impact by challenging the status quo. Danial's business vision is focused on driving automation and efficiencies and meeting the needs of architects, property developers, and building owners with top-quality design, innovative product development, and world-class manufacturing of sustainable solar energy-generating construction materials.