

Sharing Passive House Narratives

October 20, 2026

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International Passive House Association (iPHA)

Aveiro, Portugal

General Updates

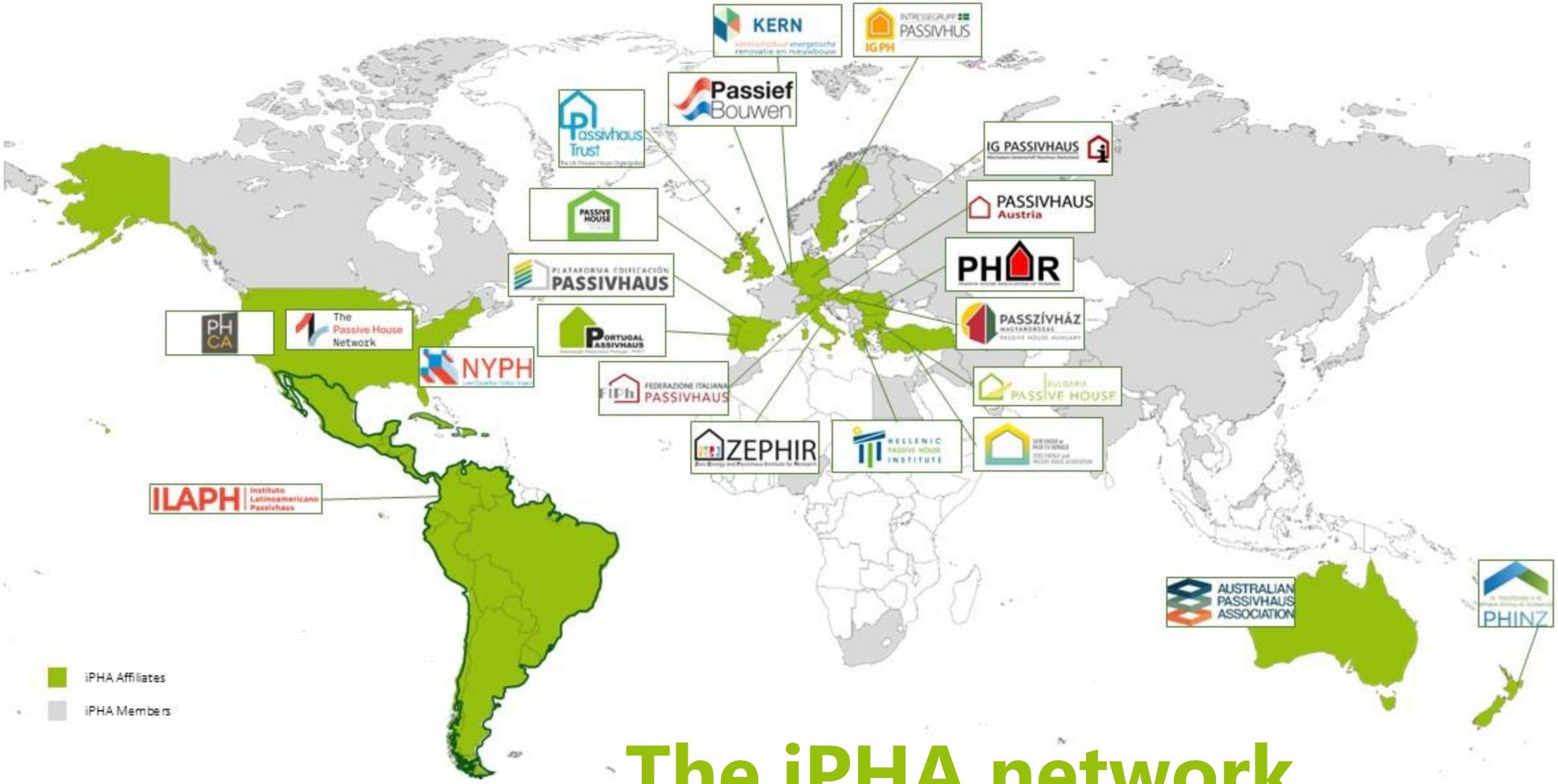
35 years Passive House
30 years Passive House Institute

International PASSIVE HOUSE Association iPHA

Celebrations at the 28th International Conference, May 2026.
Bringing together the international Passive House community



PASSIVE HOUSE Association iPHA



The iPHA network

An international Network of Passive House stakeholders with **4.500+ members** in **58 countries** and **22 international Affiliate organisations**

International Passive House

open days

13-15 November 2026

SAVE THE DATE!



Passive House OPEN DAYS

Find out more on passivehouse-international.org

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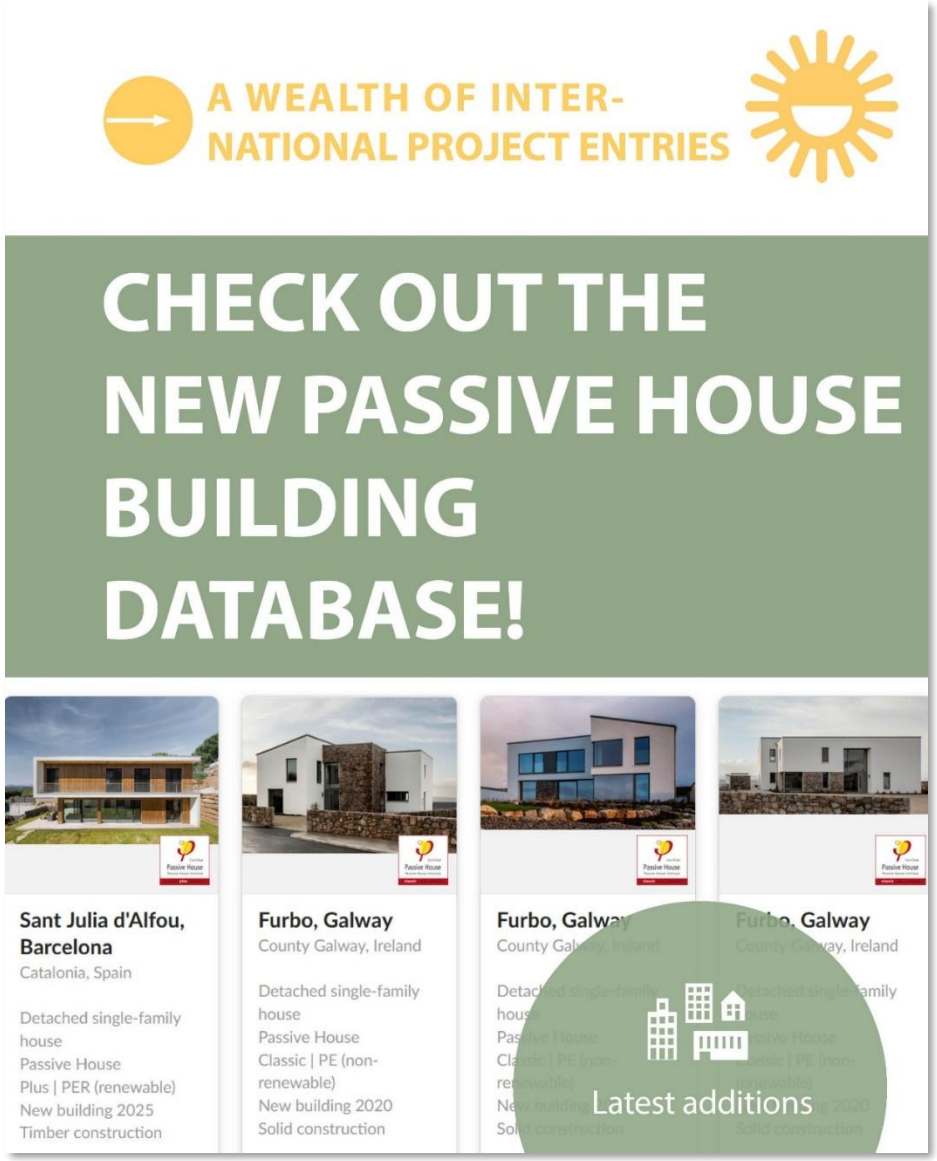
Photo: Joaquin Menendez

#29IPHC



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New Project Database





- Find quality-assued, certified projects at a glance
- Easily compare the different Passive House classes
- A variety of search options
- Filter for climate zones
- Expanded photo gallery
- Bookmark your favourites
- Look at the big picture on the Passive House world map
- Import data directly from PHPP

passivehouse-database.org

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*design*PH version 3.0



Passive House Institute

designPH 3.0 is here

Faster. Smarter. More powerful
energy modelling in SketchUp.

designPH

New in version 3.0

- ***Monthly heating & cooling demand calculations*** for more detailed performance analysis.
- ***Improved ground modelling*** for greater accuracy.
- ***New overlays*** that visually highlight different building components.
- ***Significantly faster shading analysis*** for a smoother workflow.

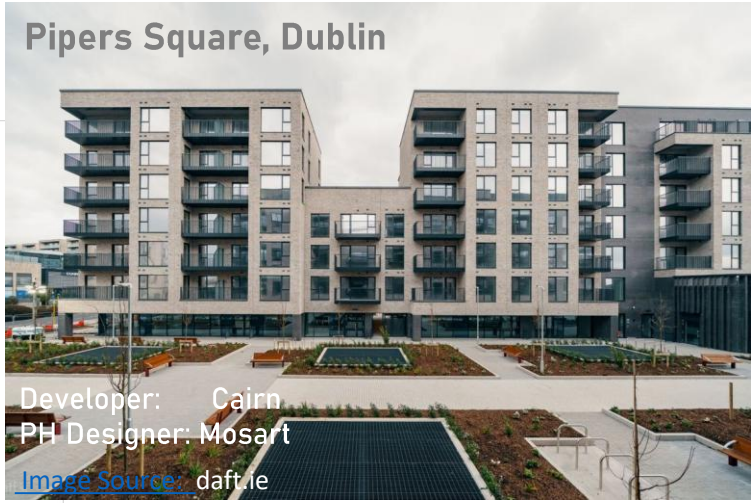
Model: Monash University, Gillies Hall, Melbourne, AU
Architecture: Jackson Clements Burrows
© GRUN Consulting

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Developments in Ireland



affordable housing





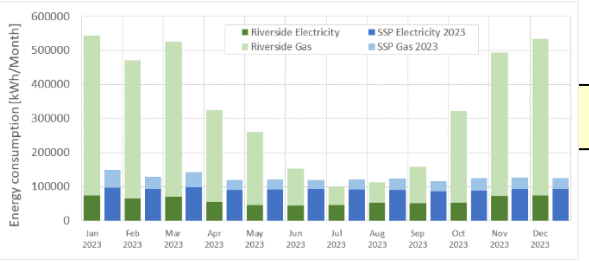
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Endgoal: Normalise Passivhaus & EnerPHit

Scale happens when it works…
…when successful examples become replicable.

St Sitwell's Point, Exeter, UK
Photo: Exeter City Countil







Eclipse Leisure Centre, Spelthorne, UK Photo:
Willmott Dixon



Enniskillen Lakeland Forum (Leisure & Wellbeing Centre), UK
commissioned by Fermanagh & Omagh District Council
Photo: Space & Place Architects and Sussed Sustainability



Vancouver Aquatic Centre, CA
Commissioned by City of Vancouver
Rendering: AOA, MJMA

Ripple effect ! Replication & learnings

- Projects at different phases of completion/construction/design
- Exemplary list, there are more in the making – right now, particularly in the UK+IRL

Sharing Narratives around Passive House

Find your target audience…

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…adjust your narrative

- Traditionally, we often speak about climate change and carbon emissions
  - Too abstract and overwhelming
- Share Passive House in ways it can solve more immediate problems
- iPHA is in a special situation, communicating Passive House is our job, but you can still use these strategies yourself to reach people around you.
- You are not alone! Connect with organizations (like PH Portugal) and collaborate.

- **Professionals:**
  - Show PH make you a better, more knowledgeable architect/builder.
- **Public and potential clients:**
  - Show Passive House benefits to the end user.
- **Decision makers:**
  - Show how PH fits in their region‘s or country‘s climate plans.
- **Finance Industry**
  - Show Passive House as risk reduction tool and eligibility for funding.

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Professionals

Passive House as a chance to make better buildings

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Share what others are doing!

- Member testimonial series to motivate by showing others leading by example.
- Convey positivity and the will to change things for the better
- Community building and connectedness

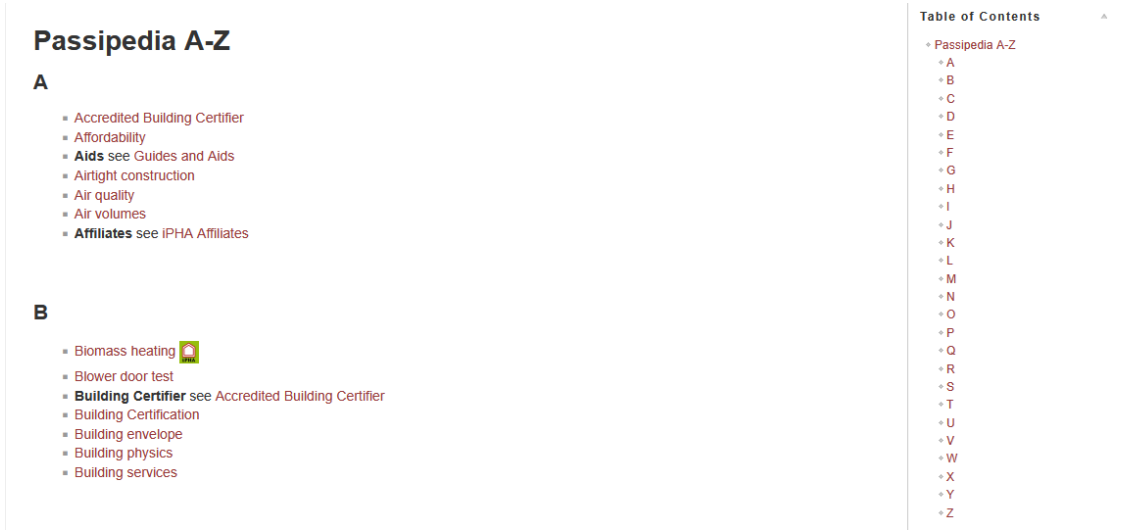






Share resources!

- There are SO many resources out there professionals can take advantage of!
- Check Passipedia
- Idea sharing is one of the main traits of the Passive House scene
- If there is a specific problem, point toward a specific resource. If you need one, check Passipedia or ask us!



Passipedia A-Z

A

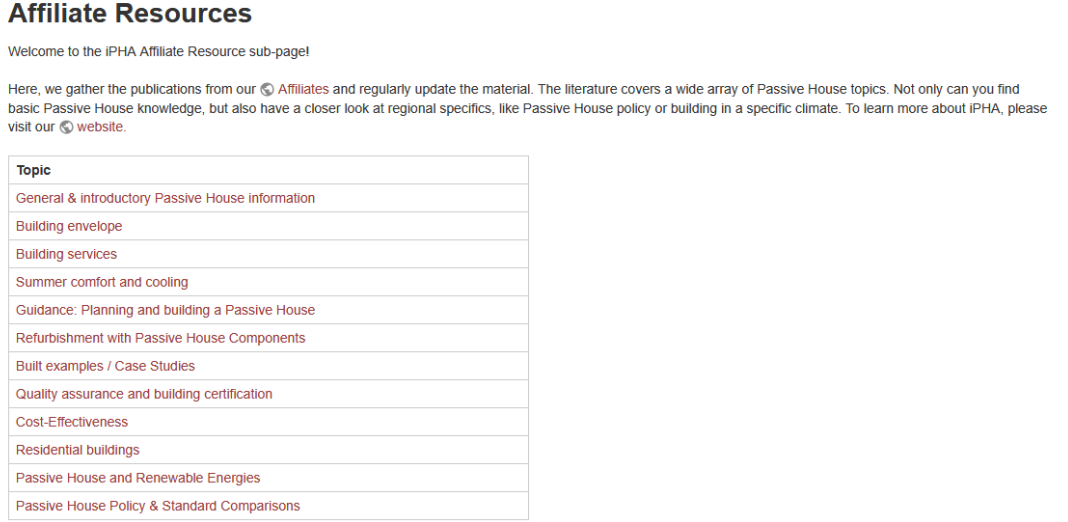
- Accredited Building Certifier
- Affordability
- **Aids** see Guides and Aids
- Airtight construction
- Air quality
- Air volumes
- **Affiliates** see iPHA Affiliates

B

- Biomass heating
- Blower door test
- **Building Certifier** see Accredited Building Certifier
- Building Certification
- Building envelope
- Building physics
- Building services

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Affiliate Resources

Welcome to the iPHA Affiliate Resource sub-page!

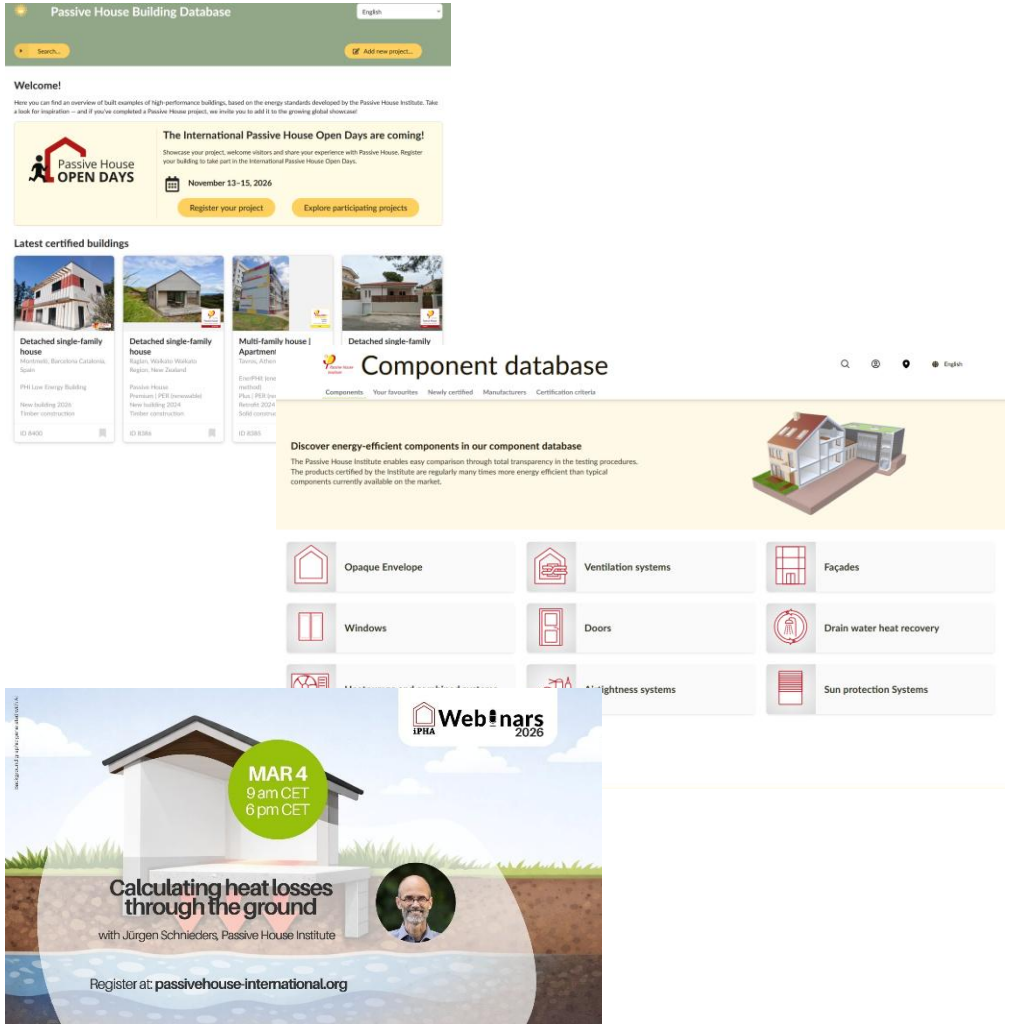
Here, we gather the publications from our Affiliates and regularly update the material. The literature covers a wide array of Passive House topics. Not only can you find basic Passive House knowledge, but also have a closer look at regional specifics, like Passive House policy or building in a specific climate. To learn more about iPHA, please visit our website.

Topic
General & introductory Passive House information
Building envelope
Building services
Summer comfort and cooling
Guidance: Planning and building a Passive House
Refurbishment with Passive House Components
Built examples / Case Studies
Quality assurance and building certification
Cost-Effectiveness
Residential buildings
Passive House and Renewable Energies
Passive House Policy & Standard Comparisons

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Share data!

- The Passive House building database is the place to get inspired and get references you can use on your own project.
- Certified Components have a data sheet available you can use in your project.
- There are many other areas, where there is a lot of data available. i.e., costs.
- If you can‘t find data you need, get in touch with Affiliates and iPHA. Maybe we can point you in the right direction.



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Public and potential clients

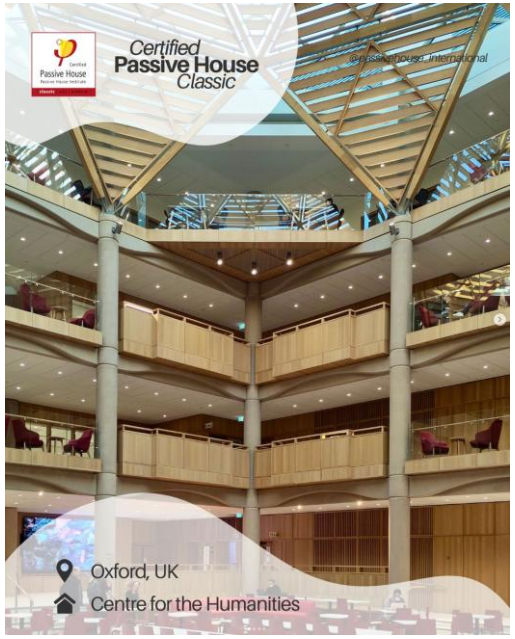
Share ways Passive House can give a comfortable and resilient home and workplace

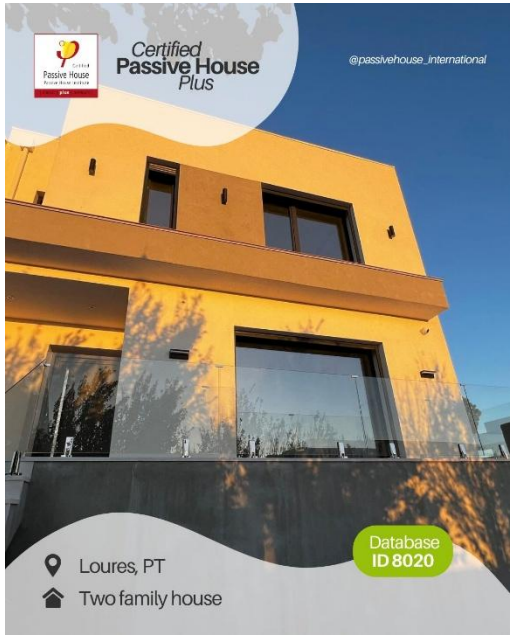
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Share beauty!

- Aethetics are one of the major drivers for accelerating a message.
- Especially, when you are dealing with social media!
- This is equally strong for reaching potential clients as well as building professionals.







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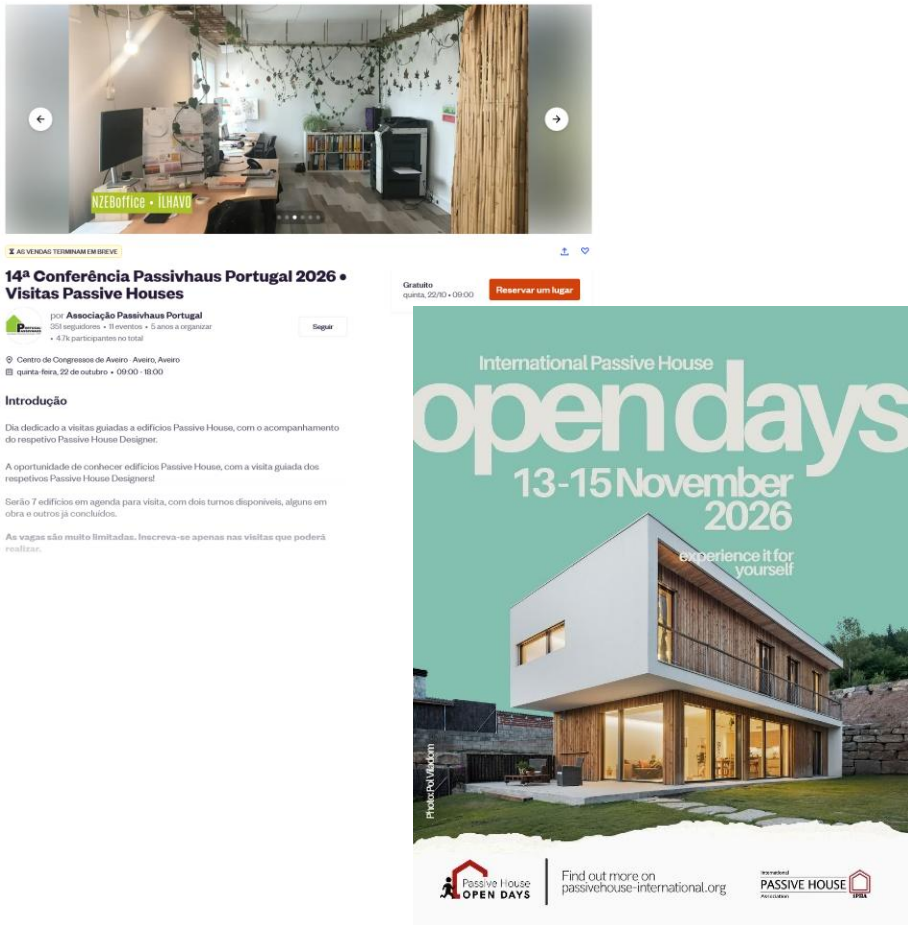
Share comfort!



- Focus on the shared experience of wanting to be comfortable.
- We all feel the harsh summer temperatures, for example.
- Passive House can offer a reliable and tested solutions, it‘s about convincing people with clear messaging.

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Share an experience!



- Take part in the Open Days, as a host or attendee.
- Take part in the building tours on Wednesday. Sometimes the best conversations start during these tours.
- When it comes to Passive House comfort, nothing is as convincing as walking through a PH building.

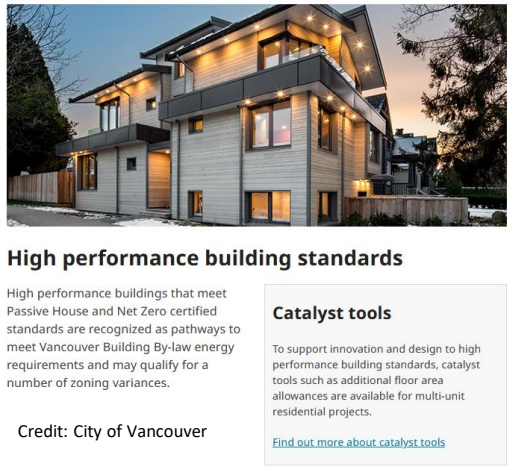
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Decision makers

Share what Passive House can do for your community.

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Share policy!



High performance building standards

High performance buildings that meet Passive House and Net Zero certified standards are recognized as pathways to meet Vancouver Building By-law energy requirements and may qualify for a number of zoning variances.

Catalyst tools

To support innovation and design to high performance building standards, catalyst tools such as additional floor area allowances are available for multi-unit residential projects.

Find out more about catalyst tools

Credit: City of Vancouver



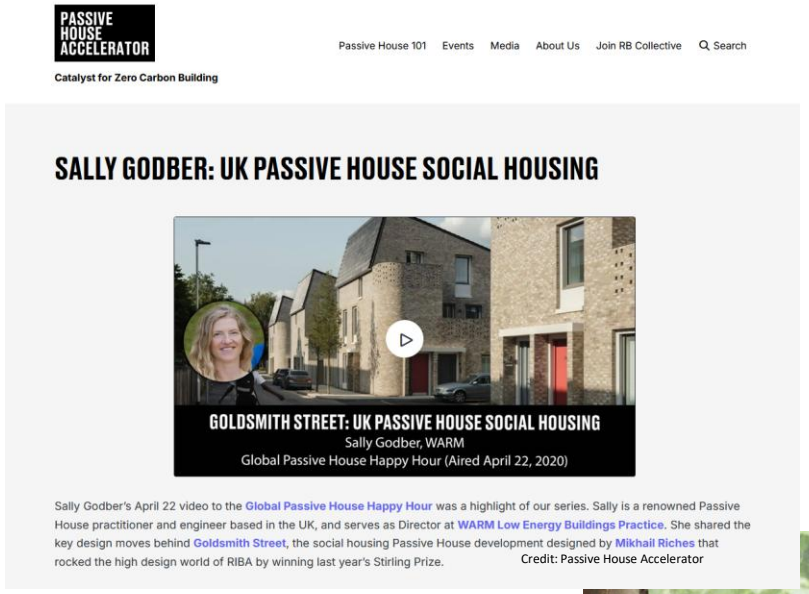


Credit: Passivhaus Trust

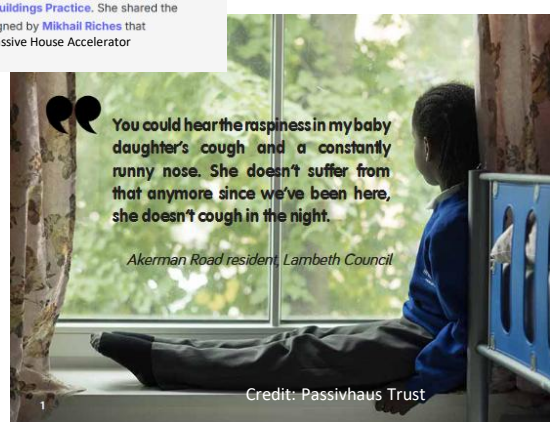
- Make the argument: If they can do it, you can to!
- Policy is local (to varying degrees), make use of local levers you have.
- You don‘t have to do it alone, this is the power that lies in our network
- Examples: City of Vancouver, Scottish Passivhaus Equivalent, Passive House and the EPBD

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Share a social goal!



Credit: Passive House Accelerator



Credit: Passivhaus Trust

- The message is clear: Passive House is the perfect fit for social (and affordable) housing. Reduced energy bills and healthy homes benefit especially those with lower income.
- Tackles fuel poverty and building durability.
- There are a lot of examples out there, also on the building database.
- Powerful messages coming out of social housing success stories.

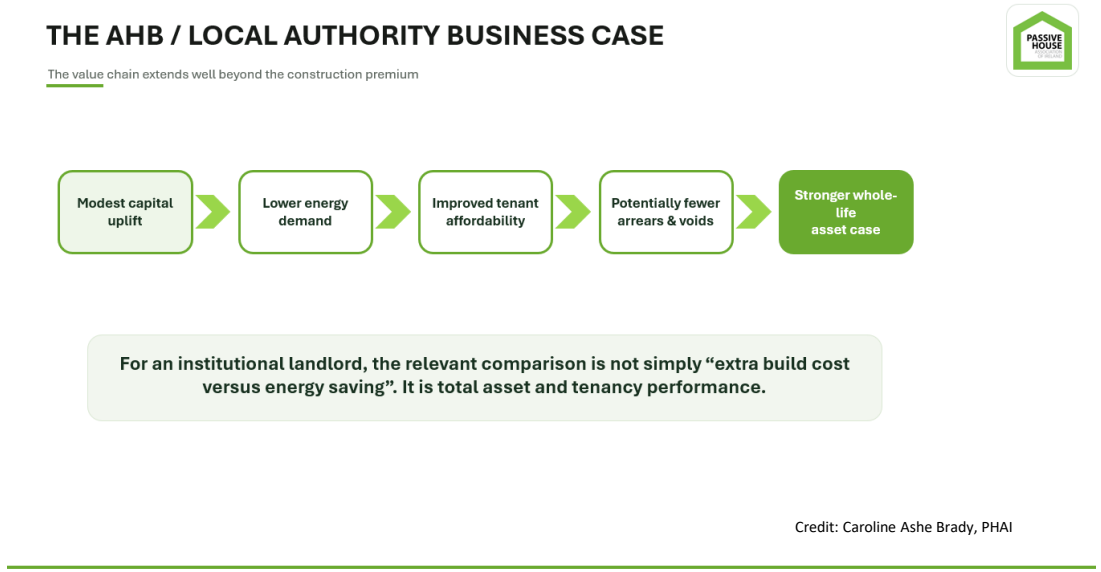
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Finance industry

Share why Passive House is a sound investment.

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Share a business case!



- Usually, there is a cost premium associated with building a Passive House.
- However, as markets and building codes, catch up to Passive House, that premium becomes smaller.
- We need to get away from extra costs vs energy savings narrative.

Share success stories!

Credit: Caroline Ashe Brady, PHAI



23 Our Strategy in Action continued

CASE STUDY

Passive House – Strategy in Action at Pipers Square

Delivering one of Europe's largest Passive House apartment schemes

Setting the Standard: Passive House Leadership

As an industry leader, we strongly believe that commitment must be matched by action. In 2023, we took the strategic decision to pioneer the adoption of the Passive House standard in the Irish market. This world-leading building standard far exceeds current building regulations in terms of energy performance. By applying Passive House standard across some of our flagship developments, we are significantly reducing heating and cooling demand, lowering carbon emissions and energy bills, while enhancing indoor comfort and air quality for residents.

Adopting Passive House standard is a strategic decision driven by three core priorities: reducing operational carbon emissions, improving outcomes and creating long-term value. This approach is now central to how we assess sites, optimise design, and deliver homes at scale. Passive House homes typically require half the heating energy demand of homes built to current regulations. Beyond emissions reductions, the approach lowers energy demand in these homes, helping to support the resilience of Ireland's national grid.

Delivering Passive House at Scale at Pipers Square

Pipers Square in Charlestown, Dublin 11, is our flagship Passive House development and one of the largest schemes of its kind in Europe. Comprising 598 apartments which we will deliver to our partners at Respond Housing Association, the project exemplifies Cairn's leadership in delivering sustainable, high-quality and affordable homes at scale. By embedding Passive House principles early in design and planning, we have delivered significant carbon reductions, improved resident comfort, and optimised construction efficiency – setting a new standard for energy-efficient housing in Ireland. The Pipers Square site was acquired with planning

HIGHLIGHTS

Estimated Reduction in Energy Bills Compared to Current Building Regulations
41%

Estimated Cost Savings Over the Building Lifecycle
c. €50m

Estimated Tonnes of CO_2 Saved Over Four Passive Developments
c.30,000

LINK TO STRATEGY:

Cairn Homes plc | Annual Report 2025

Passive House Association of Ireland

Location: Alternative Pathways

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- Costs is something where it gets hard to get data for, companies often do not like to disclose them openly
- There are already many projects that can serve as an example, also from a financial side.
- Shameless plug:



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iPHA member benefits

*Become part of a **worldwide** member network*



*Presentation in iPHA's **online member database***

*Access to all **iPHA Webinars***

*Full access to **Passipedia***

*Worldwide **iPHA Affiliate network***

*Regular **newsletters***

*iPHA **community events***

***Communication material** in iPHA member area*

*Digital subscription to **Passive House Plus magazine***

*Access to the **iPHA Forum***

*Scan to **become a member today!***

iPHA member

Passipedia

FORUM iPHA

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www.passivehouse-international.org

Thanks for your attention

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We share our knowledge to advance the building industry!

Find us on social media!

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