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Building-Integrated Solar Technology: A Key Solution for Enhancing Building Efficiency

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The construction industry accounts for 40% of global greenhouse gas emissions. But what if it could shift from being part of the problem to being a solution? In this session, Danial Hadizadeh, Founder and CEO of Mitrex, will explore how building-integrated photovoltaics (BIPVs) offer a game-changing solution to mitigate climate change.

While BIPVs are not a new concept, their adoption has been limited by poor aesthetics and high costs. However, recent advancements in technology have made them more cost-effective, visually appealing, and scalable for widespread use.

BIPVs can drastically reduce Canada's building emissions by generating clean energy while addressing the issue of single-purpose construction materials. Traditional materials like stone cladding or solar panels serve a single function—stone decorates, and solar panels generate energy—but neither contributes beyond its initial purpose. By integrating solar cells into cladding that is both functional and aesthetically pleasing, we create a building material that offers insulation, energy generation, and even revenue for clients—all in one.

To reach net-zero emissions by 2050, Canada must embrace innovative solutions like BIPVs, which can be implemented immediately to drive sustainable building practices.

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.