

# FUNDING

Major Turning Point: New innovations, used locally  
(ex. Building Clad Solar)

↳ Importance of demonstrating new tech  
in a local context

↳ Show Benefits:

- Transforming something we see and  
use every day, into something new  
(ex. Side Cladding)

Using grassroots movements and communities to build  
awareness.

↳ Using this to tap into funding opportunities  
(whether that be energy, housing, healthcare....  
funding opportunities.)

Barriers:

- Developer/contractor initiative
- Prev. Regulation clashing w/ local action  
(ie. building codes)