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Alberta's 50 Most Influential People 2010

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Energy

Peter Amerongen

Efficiency expert

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A generation ago, in the wake of an oil crisis that juiced energy prices throughout North America, Peter Amerongen had an epiphany. His wake-up call, that energy-efficient homes made both economic and environmental sense, set Amerongen, the president of Habitat Studio & Workshop Ltd., on the path to becoming one of Alberta's leading green builders. Most recently, that path has included a central role in the construction of three NetZero houses in Edmonton that demonstrate the aesthetic, economic and environmental virtues of energy efficiency. His participation in the projects has kept him busy with his own business too. "It's important to be doing the right thing," Amerongen says, "but it doesn't hurt that we're able to make a living by doing it."