USING COMPETITIONS TO DRIVE ZNE EDUCATION AND AWARENESS

An Assessment of PG&E’s Architecture at Zero Competition

April 18, 2018

Architecture at Zero Competition

- Partnership between Pacific Gas & Electric and the American Institute of Architects, California Council
- Innovative design competition started in 2011 to introduce key stakeholders to ZNE principles and challenges and provide opportunity for real-world experience
- Annual challenge site preselected

**Challenge Site Examples:**

- Multifamily residential units over a ground floor of retail, community, and support spaces at a University of California campus
- Industrial infill site
- Bayside community education and visitor’s center
Architecture at Zero Competition

- Open to students, architects, landscape architects, urban planners, engineers, and designers anywhere in the world
- Technical review panel and a jury weighs each entry individually – not in competition with the others
- Judged Criteria
  - Quality of Design
  - Resolution of the program or idea
  - Innovation
  - Thoughtfulness
  - Technique

Key Findings

- The Competition is Driving Awareness
- The Competition is Educating All Participants About ZNE Design Techniques
- The Competition creates Proofs of Concepts and Helps Encourage Market Transformation
- The Competition is Helping to Overcome the Design Split Between Architects and Technical Experts
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