



GETTING TO
zero

**Getting To Zero
Leaders Circle**

Designers, Engineers, and Builders:

Promote your zero energy / zero carbon building capabilities

The climate crisis demands all sectors of the economy act to cut carbon and emissions. The built environment is responsible for roughly 40% of the energy used in the U.S. and nearly 40% of carbon emissions. **Rapid scaling of the number of zero energy / zero carbon buildings is vital to limit the worst effects of climate change.**

New Buildings Institute is working with partners on zero energy and zero carbon market development and leadership and we know your firm is leading. We are inviting a small segment of firms with demonstrated capability on zero energy or zero carbon projects to join our Getting to Zero Leaders Circle.

Your firm will receive special recognition in our Getting to Zero Leaders Circle Database, making your capabilities visible to potential clients in a range of sectors, including government, institutional, multifamily housing, office and commercial buildings. NBI maintains the largest database of zero energy / zero carbon buildings in North America.

Support Options:

- \$2,000/year: basic benefits listed at right
- \$5,000/year: basic benefits at right **plus Supporter-level sponsorship of the 2021 [Getting To Zero Forum](#) (a \$4,000 value)**

Learn More:

Make sure your firm is in the first cohort of the Leaders Circle, which will be announced at the end of April.
Contact Meghan Humphreys, NBI Development Manager, to learn more: 971-678-3851 or meghan@newbuildings.org.

Benefits:

Any design or construction firm with one Verified ZE building in the Getting To Zero Buildings Database is eligible to join the Leaders Circle and access:

- Placement on NBI's **Leaders Circle list**, available online and distributed to interested builders, owners and other potential design and construction clients
- **Visibility** in our **Getting To Zero Leaders Circle Database**; potential clients can see and learn about your ZE buildings portfolio, in both map and list forms
- Visibility for your firm through **publicity** about the Getting To Zero Leaders Circle Database. NBI will share with trade media as well as NBI's 24,000+ newsletter recipients
- **20% discount on registrations** for two of your firm's staff to the [Getting To Zero Forum](#), October 2021 (a potential discount of \$270 per ticket)
- **One lunch and learn webinar** for your firm's staff (with AIA CEUs) using NBI's existing pool of webinar content
- **One publication co-branded** for your firm. Choose from:
 - NBI [ZE Project Guide](#)
 - NBI [ZNE Schools Charrette Toolkit](#)
 - NBI [ZE Communications Toolkit](#)
 - Existing case study of zero energy / zero carbon project
- **Resource Hub** guides, tools and graphic assets, including NBI's New Construction Guide, \$129 value

JOIN LEADERS
INCLUDING:

V M I D O

PERKINS —
EASTMAN

MaclayArchitects

Getting To Zero Leadership and Market Development Program

NBI's Zero Energy Leadership and Market Development Program efforts include thought leadership, research, project tracking, education, communications, convening and networking, and represents one of the most extensive portfolios of expertise and resources on zero energy buildings in the world. Getting to Zero uses these multiple strategy areas to drive zero energy / zero carbon buildings to scale by building market capacity to deliver, establishing early adopter networks, and supporting policies and programs that help facilitate projects.

Your firm's support of the Getting To Zero Leaders Circle will support a range of NBI efforts in zero energy / zero carbon buildings, including:

- Getting To Zero Database: the most comprehensive list of zero energy (ZE) commercial and multifamily buildings across North America
- Getting To Zero Forum, slated for Oct. 27-29, 2021
- [Webinars](#) on zero energy / zero carbon building technologies, case studies and trends
- Guides, toolkits and other educational documents
- New educational resources on the [Getting To Zero Resource Hub](#), on topics such as:
 - Embodied Carbon
 - Policy
 - Design
 - Schools, residential, and state and local government projects

Why are developers and owners building Zero Energy / Zero Carbon Buildings?

"We wanted to set an example in our industry by changing the way commercial office buildings are designed and built with the goal of improving the world we live in."

- **Jay Leopold, Regional Manager of DPR San Diego**

"We have to design net-zero energy buildings as a baseline. Period. Now. Not in a generation. All the other stuff about materiality and design is still there, but the joy for me is knowing that the building we're doing right now is the largest net-zero-energy building we've ever done."

- **Tim McDonald, President, Onion Flats**

What are developers and owners looking for from the design and engineering community?

"It is hard being the first to build net-zero buildings.

Developers need to learn more about how their buildings can be put together differently. You really need a team that can solve problems."

- **John Miller, Principal, Flywheel Development**

About New Buildings Institute

New Buildings Institute (NBI) is a nonprofit organization that pushes for better buildings that achieve zero energy, zero carbon, and beyond – through research, policy, guidance, and market transformation – to protect the health of people and the planet. Throughout its more than 20-year history, NBI has become a trusted and independent resource. Learn more at newbuildings.org.

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