
Net Zero Buildings Promotion Week

**Net Zero
NOW**

A new way
of building.

March 29 to April 2, 2021

How will we bring about the future we need right now?

About

Net Zero Promotion Week is led by a network of building industry organizations to showcase and promote the benefits of net zero buildings for a clean energy future.

Organizations will collectively present zero energy and carbon neutral resources, professional practices, and project case studies for ONE week at the end of March to illustrate the opportunities for Getting to Zero.

People we want to reach:

This collective campaign will spotlight net zero building practices to critical audiences across the United States.

These include building owners, operators, architects, engineers, construction firms, consultants and others designing, building, owning and operating new construction and renovation projects. Particularly professionals that have limited experience with net zero concepts.



One week.
All net zero.

Objectives

The one-week intensive promotion will cross-share information and educational material around net zero buildings—both energy and carbon—that will:

1. Raise awareness about the need to increase goals for net zero building performance, and
2. Spur increased capability and practice among the stakeholder groups to deliver on net zero building performance.

We want to:

1. Reach 100,000 individuals on social media
2. Grow market awareness of a changing industry with a new focus on carbon reductions in buildings, which account for 39% of U.S. emissions
3. Engage market actors to access resources and education content on net zero
4. Spotlight success stories in design, financing, business leadership, etc.

Taking action

We are organizing members from professional organizations, local chapters, private companies are encouraged to join in the promotion, highlighting their resources and building projects. The effort leverages both the national reach of the partner organizations as well as their professional leaders and local chapter networks for additional engagement opportunities. Promotion may include any activity that raises awareness for buildings getting to zero and the benefits they offer.



Here's how it works:

1. Business and organizations commit to promoting resources during the week of 3/29-4/2 by emailing Connie Umphress at connie@newbuildings.org
2. Curate a list of key resources (yours or others') that support the policies, design, construction, financing, or operation of zero energy or carbon neutral building.
3. Share your social media @handles with the group and follow others on Twitter, Linked In, Facebook, etc.
4. Tease the week with share resources provided
5. Post your resources and share others' during the week

Resources and channels

Sample Resources to share

- Reports
- Guidance documents
- Case studies
- Rating systems
- Tools
- Webinars/videos/podcasts

Social and Other Media Channels

- Social media (Twitter, Facebook, LinkedIn, YouTube, etc.)
- Websites
- Newsletters/magazines/podcasts
- Webinars
- Direct email
- Blogs



Net Zero Now
Pass It On.

Net zero resource promotion

Topics may include:

- Energy efficiency
- Electrification
- Decarbonization
- Building technologies
- Healthy buildings
- Non energy benefits
- Renewable energy
- Battery energy storage
- Building-grid connectivity
- Controls
- Embodied carbon
- Operational carbon
- Building operations
- Cost studies
- Refrigerants
- Financing
- Metrics
- Calculations
- Climate change
- Electric vehicles
- Resiliency
- Stretch codes
- Economic developments

Social connections for key partners

	AIA	ULI	ASHRAE	DOE	RMI	NBI	WBCSD	NIBS	NAREIT	USGBC
Facebook	@AIANational	@ULIGlobal	@ASHRAEupdates	@eeregov	@RockyMtnInst	@ZeroEnergyBuildings			@REITsNareit	@USGBC
Twitter	@AIAnational	@urbanlandinst	@ashraenews	@eeregov	@RockyMtnInst	@ZeroEnergyBuildings	@wbcscd	@bldgsciences	@REITs_NAREIT	@usgbc
LinkedIn	@the-american-institute-of-architects-aia	@uliglobal	@ashrae	@eeregov	@rocky-mountain-institute	@new-buildings-institute	@wbcscd	@national-institute-of-bldg-sciences	@nareit	@usgbc
Instagram	@aianational	@urbanlandinstitute	@ashrae_society		@rockymtninst					@usgbc
YouTube		@ULITV	@ASHRAEvideo	@USdepartmentofenergy	@RockyMtnInstitute		@UCZPHR0nLUNBXeu9j0nlGKFA		@NAREIT1	@usgbc

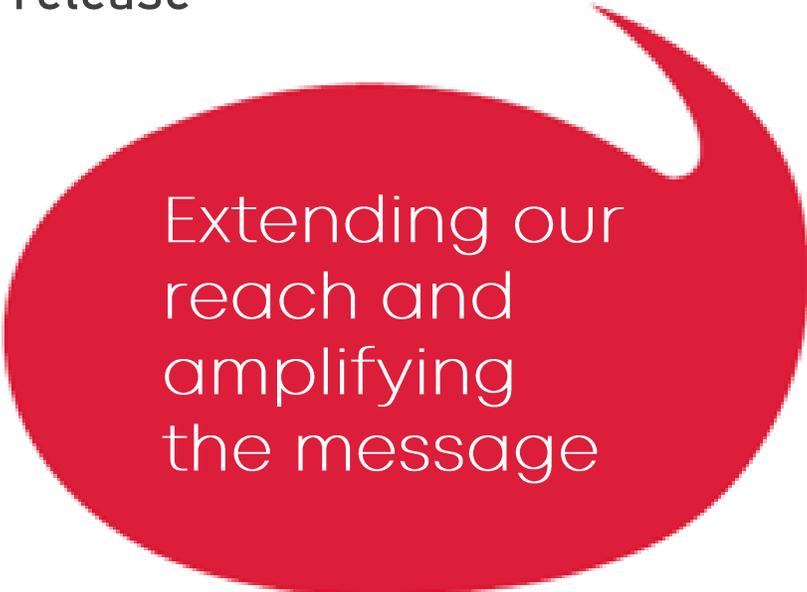


connie@newbuildings.org

#netzeronow

Digging Deeper

1. Encourage local chapters and stakeholders to engage sharing the promotional toolkit and connecting them with participants social channels
2. Keep us updated about how things are going
3. Actively tease the promotion week 1-2 weeks prior
4. Announce the effort and your involvement through a press release
5. Include something in your newsletter and on your website
6. Hold a virtual event—coffee hour or webinar
7. Collaborate with other organizations to jointly write blogs, articles, webinars, etc.



Extending our reach and amplifying the message

Promotion Toolkit

While each organization will conduct the campaign under its own brand look and feel, the effort will use a common name/mark to connect the communications to each other and further amplify the messages of zero energy and carbon neutral buildings.

Graphics package

- Mark
- Colors
- Font
- Graphics/plaques

Sample social and other media

- Tweets, Facebook and Linked In fodder
- Sample Newsletter and Website content
- Media advisory and press release templates

Collaboration/Outreach

- Sample Chapter/Stakeholder invite letter



#netzeronow

Join Us!

Email Connie Umphress at connie@newbuildings.org to let us know you will participate and get connected with our share materials.

How will we bring about the future we need right now?

