



# GETTING TO zero

## Take Your Place as a Leader.

### Getting to Zero Leaders Circle

Promote your dedication to decarbonizing the built environment

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 2023 [Getting To Zero Forum](#) (a \$4,000 value)**

#### Learn More:

Make sure your firm is in our next Leaders Circle cohort, announced at the beginning of each quarter (July 2022, October 2022, etc). **Contact Meghan Humphreys, NBI Senior Development Manager, to learn more: 503-851-9338 or [meghan@newbuildings.org](mailto:meghan@newbuildings.org)**

#### Benefits:

Any firm or organization 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
- Visibility for your firm through **publicity** about the Getting To Zero Leaders Circle. NBI will share with trade media as well as NBI's 26,000+ newsletter recipients
- **50% discount on one registration** to the [Getting To Zero Forum](#), May 10-12, 2023 in Minneapolis, MN
- **Official Leaders Circle logo for you to display on your website/marketing materials to promote your sustainable building capabilities**
- One co-branded [Zero Energy Project Guide](#) for your firm
- Access to selected presentation **recordings** from the 2021 Getting to Zero Forum
- Opportunity to profile your firm through a **Q&A** blog on the Getting to Zero website
- Access to all Getting to Zero **Education Modules**, which includes 23 AIA LU|HSW CEUs (\$595 value)

#### JOIN LEADERS INCLUDING:

CMTA, ECOTOPE, MACLAY ARCHITECTS, PANKOW,  
PERKINS EASTMAN, VMDO, WRNS STUDIO

## Getting To Zero Leadership and Market Development Program

NBI's Getting to Zero 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 on reducing carbon in buildings across the world. Getting to Zero uses these multiple strategy areas to drive building decarbonization 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 our Leadership and Market Development program, 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 May 10-12, 2023 in Minneapolis, Minnesota
- Webinars on building decarbonization 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 Lower 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 25-year history, NBI has become a trusted and independent resource. Learn more at [newbuildings.org](http://newbuildings.org).

