World Green Building Council

Green buildings for everyone, everywhere
World Green Building Week
24 – 30 September 2018

How to get involved
What is World Green Building Week?

World Green Building Week is an annual event that empowers the green building community to deliver green buildings for everyone, everywhere.

The week is organised by WorldGBC and led by Green Building Councils, their 49,000 members, and WorldGBC Partners.

In 2018, the week takes place from 24 to 30 September.
What’s the theme?

The theme for 2018 is #HomeGreenHome. This year we want everyone, everywhere, to commit to making a change in the homes they build, lease or live in. We can all make a difference. Let’s start now!

Buildings and homes account for around 40% of global energy consumption; that’s over a third of the world’s greenhouse gas emissions. Making a greener world starts at home and it doesn’t have to cost the earth.

In the fight against climate change, home is where the start is. #HomeGreenHome
Resources

There are a number of resources to help you to get involved in World Green Building Week 2018!

How to get involved guide

Social media images / posts

Around 40% of our energy is consumed by homes and buildings. Making a greener world starts at home. And it won’t cost the earth.

#HomeGreenHome
#WGBW2018
Resources

Web banners

A4 Posters

WGBW logo

#homegreenhome

WORLD GREEN BUILDING WEEK
24 – 30 SEPT 2018

WORLD GREEN BUILDING COUNCIL
Resources

Email signatures

PowerPoint template

WORLD GREEN BUILDING WEEK
24 – 30 SEPT 2018

#homegreenehome
We are taking our #HomeGreenHome promises seriously and committing to change at home! Share with us your promise by downloading the image online and encourage your colleagues and family to participate. @WGBW2018 worldgbc.org/sites/default/...
Resources

The social media images and posters are available in:

- English
- Spanish
- No text version (for non-English speaking countries)
New resources – launched today!
New resources – launched today!
All resources are available to download from the website:

www.worldgbc.org/worldgreenbuildingweek

The website also features:

- Information on ways to make your home greener
- Ways you can engage in World Green Building Week
- Suggested social media posts
- And much more…

More resources will be released closer to the week!
How can my GBC / company engage?

There are plenty of ways to engage in World Green Building Week…

- Host an event
- Spread the word through your communications & social media
- Contribute to WorldGBC’s content platform & tell us about green homes in your country
- Use the week as a milestone marker
- Engage your members, customers and partners
- Attract press coverage
- Become an Ambassador
Host an event

- Host a conference with your members who work on homes and / or are interested in working on homes.
- Organise a round table discussion with the housing minister in your country or Mayor of your city etc.
- Hold a seminar or webinar with your members e.g. technical training on green home building practices, discuss renovation strategies etc.
- Hold a tour of a green building, a site visit to a green homes development or a local walking tour.
- Plant a tree or develop a green building demonstration project.
Spread the word through your comms

- Add the #HomeGreenHome banners to your website.
- Include mentions of WGBW in your newsletters & in emails (using signature).
- List your WGBW events on your website.
- Produce a dedicated WGBW publication (before, during or after WGBW).
- Add your actions to our Global Activity Map (see next slide).
Global Activity Map
<table>
<thead>
<tr>
<th>Region</th>
<th>Organisation</th>
<th>Events/Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>Peru GBC</td>
<td>Sustainable Landscaping for Residential Developments Class &amp; Site Visit.</td>
</tr>
<tr>
<td></td>
<td>GBC Costa Rica</td>
<td>Forum: Sustainable Actions event; Green Apple Day of Service; spreading the word about WGBW at SEE 2018 Congress, a conference on Sustainability, Ecology and Evolution.</td>
</tr>
<tr>
<td></td>
<td>Argentina GBC</td>
<td>Planning a half day technical training session for members; approached Argentina Housing Minister as potential ambassador.</td>
</tr>
<tr>
<td></td>
<td>Guatemala GBC</td>
<td>Hosting annual conference, ExpoVerde 2018 during World Green Building Week.</td>
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<tr>
<td></td>
<td>Bolivia GBC</td>
<td>Using the week to develop digital communications and spread the word.</td>
</tr>
<tr>
<td>Middle East &amp; North Africa</td>
<td>Emirates GBC</td>
<td>Hosting a focus day in partnership with Dubai Chamber to explore how homes and residential communities in the UAE can become greener, healthier and more energy efficient.</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>NZGBC</td>
<td>Panel Event - &quot;Homes Not Houses. The Future Sustainable Developments&quot;; Green Campus Day; Tertiary &amp; Future Thinkers Photographic competition</td>
</tr>
<tr>
<td></td>
<td>UKGBC</td>
<td>Member event discussing green, affordable housing.</td>
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<tr>
<td></td>
<td>DGNB</td>
<td>Hosting a series of lectures on sustainable housing.</td>
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<tr>
<td></td>
<td>WorldGBC Europe network</td>
<td>Energy Efficient Mortgages Pilot Scheme workshop with the 37 major European banks piloting the scheme.</td>
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<td></td>
<td>GBC Slovenia</td>
<td>Hosting 3rd Slovenian Sustainable Conference.</td>
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<tr>
<td></td>
<td>Jordan GBC</td>
<td>Publishing two booklets: one to spread awareness about energy retrofit of the existing building envelope in Jordan., the other about their Green Affordable Housing project. Hosting events for each of the booklet launches.</td>
</tr>
</tbody>
</table>
Shout about WGBW on social media

- Use the #HomeGreenHome images on social media - whether Twitter, Facebook, LinkedIn, Instagram, Snapchat or other platforms.
- Use the #HomeGreenHome & #WGBW2018 hashtags.
- Take a photo with the #HomeGreenHome Promise sign and tell us how you’ll make your own home greener, or what your GBC or company promises to do to push for greener homes.
- Host a Twitter Q&A, broadcast your event on Facebook Live, or add a WGBW video to YouTube.

In 2017, World Green Building Week reached over 3 million people on social media. In 2018, we’re aiming for over 4 million!
Want to learn what quantifies a green & healthy indoor environment? Or how to navigate the different health & wellbeing and environmental building certifications? Keen to explore the co-benefits of #greenbuilding design? Join our webinars during #WGBW2018! bit.ly/2we1pce

Hoy en día, la grave escasez de agua afecta a 844 millones de personas y el cambio climático sólo viene a agravar el problema. Los edificios y casas eficientes pueden ayudarnos a manejar este recurso para obtener el máximo de cada gota.
#wgbw2018 #homegreenhome #agua

We are taking our #HomeGreenHome promises seriously and committing to change at home! Share with us your promise by downloading the image online and encourage your colleagues and family to participate. @WGBW2018 worldgbc.org/sites/default/

Today, serious water shortages affect 844 million people & climate change is only adding to the problem. Green buildings & homes can help us manage what we have by conserving, harvesting & recycling water to get the most from every drop https://bit.ly/2vJmqDd #WGBW2018 #HomeGreenHome #water 🌿💧

#DidYouKnow green homes are healthier homes? Natural light, quality materials made without toxins & chemicals, & house plants can help make you healthier & happier. Learn more igbc.ie/world-green-bu... #HomeGreenHome @hpi_igbc twitter.com/WorldGBC/status...
Mark a milestone

- Publish a report, paper or piece of research e.g. *highlighting positive and life-changing impacts your work on green homes has had; quality of housing in your country and national housing policy – this could be aimed at members/ home owners, users/renters, builders, developers etc.*

- Highlight the achievements you’ve made on green buildings & sustainability.

- Provide an update on your sustainability or CSR strategy.

- Make an individual or organisational commitment to address housing challenges in your country or market.

- Set targets or a road map for green homes projects.
Gain media coverage

- Issue a press release during WGBW on your activities, updates or reports.
- Offer an interview with senior members of your organisation, such as your CEO – you could discuss work on green homes or raise awareness about industry challenges to building green homes; statistics on number of inhabitants in your country living in inadequate housing and why green homes are vital to address these social, economic and environmental challenges.
- Pitch a blog to media on why you’re involved in WGBW and why green buildings are so important to fight climate change.
- Invite a journalist to your green home to see first hand how it’s making a positive impact.
Engage your partners

- WGBW is a great opportunity for you to engage your members, partners and customers – and to get them involved!

- Forward on the ‘How to get involved’ guide to them.

- Use WGBW to tell them about what your GBC or company is doing on green homes or any future ambitions to move into this area of the building & construction industry.

- Help to educate them on green buildings & wider sustainability issues.

*WorldGBC is keen to work closely with organisations on ideas on how to better reach consumers through WGBW.*
Become an Ambassador

- There are opportunities for high profile individuals, politicians and business leaders to become Ambassadors for WGBW in 2018.
- Approach a high profile individual in your country to become an Ambassador. We have a range of ways they can potentially engage.
- If you are interested, or know of any suitable candidates, please contact us (see final slide).

In 2017, Nicholas Hulot, France’s Environment Minister was the Patron for WGBW in France.
Ways to engage now

- Start planning your activities and events for WGBW today – 5 weeks to go!

- Read the ‘How to get involved’ guide

- Download and begin using the resources

- Add your actions to our Global Activity Map

Now is the time to begin building momentum… but we’re hoping to make the biggest possible impact during the week itself!
Contribute to WorldGBC’s blog series on homes

As part of the campaign, WorldGBC will publish a blog series about green homes from around the world with entries from our Green Building Councils and Partners. To take part, we require the below from you:

1. Describe the housing situation in your country.
2. What are the opportunities for green homes to support or improve the housing situation?
3. What work is your GBC doing on green homes and sustainable housing?
4. Describe a case study of a green home in your country and the features that make it green and sustainable.
5. Who are you working with on your green home programme? Members, partners etc.
6. Can you provide any quotes or photographs from partners, people living in a green home etc.?
7. Please share some hi-res images to accompany your blog entry.

If you wish to participate in the blog series, let us know!
Join our webinars during World Green Building Week

**Creating a Healthy and Green Indoor Environment** - Wednesday 19 September, 13:00-14:00 BST
Hosted by Catriona Brady, Head of Better Places for People
Panellists include: Velux, Harvard CogFX, Saint-Gobain, XCO2, Cradle to Cradle

**A Healthy Approach to Certification** - *Health and Wellbeing and Environmental Certifications*
Tuesday 25 September, 12:00-13:00 BST
Hosted by Catriona Brady, Head of Better Places for People
Certifications to be discussed: WELL, FITWEL, GreenStar, LEED, BREEAM

**Advancing Net Zero – Making Net Zero Carbon Homes a Reality**
Thursday 27 September – two webinars, times TBC
Hosted by Victoria Burrows, Head of Advancing Net Zero
Panellists include: Lendlease & Frasers Property Australia; Berkeley Homes & Gensler (TBC)

**Investigating Co-Benefits - do people and planet go hand in hand?**
Thursday 4 October 2018, time TBC
Hosted by Catriona Brady, Head of Better Places for People
Panellists include: B+H Architects, UCL, Cushman & Wakefield, RESET

Visit worldgbc.org for more details
Key dates

- **21 August** – WGBW webinars: 09:30-10:30 BST and 16:30-17:30 BST
- **11 September** – WGBW webinars: 09:30-10:30 BST and 16:30-17:30 BST
- **September** – Further resources released
- **24 – 30 September** – World Green Building Week 2018!
Contact us

If you have any questions or ideas relating to World Green Building Week, please contact:

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