

ACT!ON

A GUIDE TO INSPIRING ACTION:

WORLD GREEN BUILDING WEEK 2020
HOW TO GET INVOLVED

#ActOnClimate



WORLD
GREEN
BUILDING
COUNCIL



WORLD
GREEN
BUILDING
WEEK
21-25
SEPTEMBER
2020



The aim of this guide is to help get you ready for World Green Building Week (WGBW).

Around the world, climate-related events are increasing in frequency and severity – affecting every one of us. Tackling the causes of the climate crisis is one of the most urgent challenges facing the world today. Together, the Green Building Councils (GBCs), governments, industry and other bodies must act to demonstrate the important role buildings can play in providing solutions to the climate crisis.

When the world emerges from the COVID-19 pandemic, positioning the opportunity that the building and construction sector can take in creating healthy and resilient communities will be essential to ensure that climate action is kept on track.

Worldwide, buildings account for 39% of energy consumption – more than one-third of global carbon emissions. But things are changing. Net zero buildings make ultra-efficient use of energy and are supplied from renewable sources, such as wind and solar power. They provide comfortable homes, productive workplaces and healthy schools, and can make a major contribution to tackling the climate crisis.

To meet that challenge even more strongly, the building and construction sector must build on existing leadership and prepare for the bolder and more ambitious regulation needed, enabling the industry to scale-up the solutions we know are possible. World Green Building Week will challenge policymakers to take action on climate.

Now is the time to tackle the climate crisis head on. To rise to the challenges. To overcome the hurdles. To go above and beyond to create better buildings for a more resilient tomorrow.





TOGETHER, WE CAN

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WHAT IS WORLD GREEN BUILDING WEEK?

World Green Building Week is the annual campaign that empowers the green building community to deliver green buildings for everyone, everywhere. The campaign is organised by the World Green Building Council (WorldGBC) and is led by our global network of Green Building Councils and their 36,000 members.

WorldGBC partners engage, support and amplify the campaign.

World Green Building Week launches annually on World Environment Day and runs throughout the last week of September.

WHY DO WE NEED TO #ACTONCLIMATE?

This is a crucial time for tackling the climate crisis. Countries worldwide are declaring climate emergencies, with calls for a decade of urgent, accelerated action towards 2030 net zero targets. Industry awareness and accountability are at all-time highs, with leading businesses taking genuine action to demonstrate the solutions available to achieve net zero carbon emissions. Governments are required to step up their efforts, go above and beyond to create better buildings that will create a better tomorrow, and define a new business as usual.

THE TIME TO ACT IS NOW

All of us have key roles to play. Green Building Councils can spread the message about the role of buildings as a solution to the climate crisis through the [Advancing Net Zero project](#), and by advocating bolder, more ambitious regulation to support sector decarbonisation.

Businesses, organisations and sub-national governments can take action to decarbonise their own portfolios and advocate for wider emissions reductions by signing up to the [Net Zero Carbon Buildings Commitment](#).

All levels of government – city, state, regional and national – can step up their policy ambitions towards 2030–2050 goals.



THE PLAN

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Over five days, the World Green Building Council network of GBCs and partners will showcase examples of global industry leadership, through various activities.

We will deliver a coordinated collective voice of industry to demonstrate the existing leadership in net zero buildings, and call for bolder and more ambitious regulation to deliver these solutions.

We have optimised the campaign to support virtual and in-person storytelling, capacity building, and sharing of assets that are digital and editable to ensure we can represent our global network. Net zero carbon buildings: for communities, for the planet, for economies.

No matter where you are, you can #ActOnClimate.

ACT!ON

NET ZERO BUILDINGS

FOR COMMUNITIES

FOR THE PLANET

FOR ECONOMIES

#ActOnClimate
#WGBW2020



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TAKING CLIMATE ACTION

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The climate crisis affects everyone. Together, we must seize the opportunity for the collective action for future generations.

> LEARN

Learn how we can take action to accelerate 100% net zero buildings by 2050 through WorldGBC's [Advancing Net Zero project](#).

> SHARE

Tell colleagues, businesses and your networks about World Green Building Week 2020 and encourage them to

#ActOnClimate

> LEAD

Galvanise governments, cities and business to view buildings as a solution to the climate crisis and advocate bolder and more ambitious regulation to support sector decarbonisation.



LEARN



Find out why zero carbon buildings are so important and how the building and construction sector can help create healthy, resilient communities while driving economic growth



Visit our [website](#) to find out the steps you can take to #ActOnClimate



Find out more about the [Advancing Net Zero project](#) and how GBCs are accelerating action towards 100% net zero carbon buildings



Read our latest [ANZ Status Report 2020](#) and find out how net zero buildings are a solution to the climate crisis



Check out our [Bringing Embodied Carbon Upfront](#) report – created to spark conversations around the value and importance of embodied carbon



Look at some of the #ActOnClimate activities happening during the week – and plan your own



Find and attend a World Green Building Week event



Make your own #ActOnClimate promise



Contact your local GBC to find out what they are doing to #ActOnClimate



Learn about the world's most cutting-edge sustainable buildings in our [interactive case study map](#)

SHARE THIS



Post a message like this one: This World Green Building Week, communities across the globe are stepping up to #ActOnClimate by making buildings even greener and more sustainable for our future #WGBW2020



How will you #ActOnClimate? Tell us with a photo of your #WGBW2020 promise (for example, it could be the back cover of this guide)



Share this guide with colleagues and your professional networks to spread the word about World Green Building Week



Tell your colleagues about the inspiring stories we're showcasing about businesses and governments who #ActOnClimate



Add the World Green Building Week email signature to your outgoing emails



Use the World Green Building Week logo and visuals on your website and social platforms



Promote World Green Building Week on your social platforms, with messages such as: Find out how your local Green Building Council is supporting the building and construction sector to #ActOnClimate through net zero solutions #WGBW2020



Post a blog, a short film or share an article about World Green Building Week on your own channels (think websites, social media, newsletters, email blasts)



Share stories from your networks about how businesses, cities and governments are taking steps to #ActOnClimate through green and net zero buildings



Talk about World Green Building Week in upcoming speaking engagements



Talk about World Green Building Week in media interviews



Release new reports or research on the net zero buildings that matter to your region



Host an #ActOnClimate webinar talking about how to achieve net zero buildings – invite a guest speaker from your network to share their story



Talk to your colleagues about how to develop a net zero strategy for your organisation



Demonstrate the leadership action and solutions your organisation is adopting to achieve net zero emission buildings



Recruit a campaign ambassador and draw upon their leadership and influence to get people talking about World Green Building Week



Invite members of your network to join World Green Building Week by highlighting the week on your website and at upcoming events



Write a letter to your government using this [toolkit](#) asking them to #ActOnClimate



If you are an architect, engineer, building owner or product designer, join your local Green Building Council for advice, information and best practice on net zero buildings – find your local GBC [here](#)



If you own, develop or occupy buildings, create a plan to make them net zero



Advocate for bolder and more ambitious regulation to drive uptake of net zero carbon buildings, using the resources in our advocacy toolkit



RESOURCES

Available now:

Campaign ad preview (see [pages 11-13](#))

[Social media cards](#)

[Promotional video](#)

[Call to Action statement and endorsement process](#)

[GBC Advocacy Toolkit](#)

The following resources will be available for download in the coming weeks:

Example social media posts

Digital and editable #ActOnClimate Promise Sign (see [page 10](#))

Web banners

Email signature

Posters

Digital and editable assets to replace images and translate text

PowerPoint template

Global Activity Map



ACT!ON



This World Green Building Week, I'm building a better future by...

Reducing the amount of energy I use



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#WGBW2020

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NET ZERO BUILDINGS FOR COMMUNITIES

Net zero buildings support a healthier and more sustainable built environment, creating thriving and resilient communities. And when it comes to creating those communities, urgent action is long overdue.

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NET ZERO BUILDINGS FOR THE PLANET

Buildings account for more than one-third of global carbon emissions. Net zero buildings dramatically reduce energy demand and use renewable energy sources. It's vital we prioritise net zero buildings today to protect our planet and future generations.

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NET ZERO BUILDINGS FOR ECONOMIES

Investing in new and existing net zero buildings today can stimulate innovation, activate supply chains and create jobs. This will unveil a new economic reality that leads to a cleaner, brighter, more resilient tomorrow.

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BECOME OR RECRUIT A CAMPAIGN AMBASSADOR

We need everyone to #ActOnClimate, so during this WGBW, why not become, or recruit, a global or regional campaign ambassador to lead the change.

Ambassadors are high-profile individuals, politicians and business leaders who are willing to #ActOnClimate and make buildings net zero for future generations.

Get in touch to nominate or talk to us about becoming an ambassador today.

Meet one of our ambassadors from last year's #BuildingLife campaign:



**ONE OF OUR
GLOBAL CAMPAIGN
AMBASSADORS**

"In commemoration of World Green Building Week and working with the Green Building Councils, we must move forward in a collaborative effort to be capable of adapting to changing conditions, and preparing and building toward resilient communities."

Dr Julia Nesheiwat
Chief Resilience Officer, State of Florida

