Net Zero Buildings Promotion Week

Join Us! | Jun 13-17, 2022

Net Zero Buildings Week is a social media campaign led by a network of industry organizations to showcase and promote the benefits of net zero buildings for a clean energy future.
About

Over the course of FIVE days (Jun 13-17), organizations will cross-share zero energy and carbon neutral resources to illustrate the opportunities for Getting to Zero. With our collective voice, we will:

1. Raise awareness about the need to increase goals for net zero building performance.

2. Spur increased capability and practice among the stakeholder groups to deliver on net zero goals.

People We Want to Reach

This 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 who have limited experience with net zero concepts.

Our Objectives

- Reach 10 million individuals on social media
- Grow market awareness of a changing industry with a new focus on carbon reductions in buildings, which account for 39% of U.S. emissions
- Engage market actors to access resources and education content on net zero
- Spotlight individuals and organizational success stories in design, financing, business leadership, etc.
Taking action

We welcome participation from professional organizations, local chapters, private companies, and community-based organizations. Join in the promotion to highlight your resources and building projects. Promotion may include any activity that raises awareness for buildings Getting to Zero and the benefits they offer. The 2022 campaign will feature Net Zero Heroes, bringing attention to those who are leading this movement.

Here’s how it works:

1. Business and organizations commit to promoting resources during the week of 6/13-6/17, 2022
2. Sign up to participate at www.netzerobuildingsweek.org
3. Curate a list of resources, people or organizations that you will highlight during the week
4. Invite others to join the promotion
5. Tease the week with share resources provided
6. Post your resources and share others’ during the week and be sure to use #NetZeroNow

Need help? Contact Erin Murphy, NBI, erinm@newbuildings.org
Resources & Channels

Sample Resources to Share
- Zero Heroes - people or organizations
- Reports
- Guidance documents
- Case studies
- Rating systems
- Tools
- Webinars/videos/podcasts

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

Digging Deeper: Want to Do More?
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.
Promotion Toolkit & Planning

Each organization will conduct the campaign under its own brand look and feel. However, a common name/mark will connect communications and amplify the messages. All resources will be shared at www.netzerobuildingsweek.org

Graphics package
- Mark
- Font
- Colors
- 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

April/May
- Partners commit to participate
- Promotion toolkit and other resources on www.netzerobuildingweek.org
- Hold “office hours” meetings and send updates—beginning May 2nd
- Plan coordinated efforts such as Twitter chats
- Send media advisory and general announcement promoting the campaign

June
- Tease the week on social media
- Campaign runs 6/13 – 6/17
- Follow up and reporting

“Spotlight net zero success stories”
A variety of tag options allow you to choose what works best for your organization. Be sure to use #NetZeroNow with all posts!

Thought bubbles provide a vibrant, energetic and recognizable social media graphic. Exemplifies spreading the word! Flexible templates can be customized for your own message.
Sample Content

39%
Of carbon emissions come from buildings.
That needs to change.
Learn how.

"Today's living buildings, like the Bullitt Center, represent efforts to learn from nature how to exist comfortably and productively in a particular environment, making the least possible demand on resources."
CEO, Denis Hayes