How to get involved

JOIN #BUILDINGLIFE
The aim of this guide is to help get you ready for World Green Building Council’s Europe #BuildingLife Campaign. This campaign will reorient World Green Building Week 2019’s successful #BuildingLife campaign towards a European audience.

It is a multi-year campaign that will build political, private sector and NGO support to shift the built environment policy narrative on Europe’s readiness to address the total environmental impact — carbon and resource related — across the entire lifecycle of a building.
WHY BUILDINGS?

We are in a climate emergency and it is now time to focus on a huge climate blind spot — buildings. In Europe, buildings are responsible for approximately 40% of energy consumption and 36% of CO2 emissions.

The EU has led the world in addressing the operational emissions from buildings but focusing on operational emissions alone means we are only addressing part of our sector’s impact. Emissions are also released during the manufacturing, transportation, construction, and end-of-life phases of all built assets – buildings and infrastructure. These emissions often referred to as ‘embodied carbon’, contribute to around 11% of all global carbon emissions.

We cannot achieve the goals of the Paris Agreement and deliver a climate neutral Europe unless we tackle the environmental impacts — both carbon and resource-related — across the entire lifecycle of a building.

But to address these impacts, we need industry and government support to establish strong policies that enable the built environment sector to play its critical role in tackling climate change.
WHY NOW?

All over the globe, climate-related events are increasing in frequency and severity. It is one of the most urgent challenges facing the world and unless we recognise the potential of our sector, we risk facing the impacts of catastrophic climate change.

We have very little time to address the climate crisis and 2020 must be a decade of action. The political momentum is there. The President-elect of the European Commission, Ursula Von Der Leyen, has outlined an ambitious climate agenda for Europe. Under the EU Green Deal, the European Commission has outlined a climate law that will lead to a climate neutral Europe by 2050.

Buildings are not only key in making the Green Deal a reality, they also have huge potential in kickstarting the post COVID-19 economic recovery. We can #BuildBackBetter by enabling the recovery whilst creating healthy, thriving and resilient communities.
WHAT’S YOUR ROLE?

We need your expertise and we need it now.

Green Building Councils (GBCs), governments, industry and other bodies must demonstrate the important role buildings can play in providing solutions to the climate crisis. These are the organisations that know the solutions, demonstrate the leadership and understand the challenges of moving towards a lifecycle approach.

The EU Green Deal’s recently published Circular Economy Action Plan (CEAP) promises a 2021 EU Strategy for a Sustainable Built Environment that will explore how the Level(s) framework can be used to integrate lifecycle assessment in public procurement and explore the appropriateness of setting carbon reduction targets.

The #BuildingLife campaign will bring together the stakeholder community to support this strategy so that it sets a clear pathway for EU buildings policy to move towards requiring target setting on whole life carbon (i.e. including embodied). This will inform a review of EU climate policy that the European Commission is undertaking in June 2021.
Against this background, we launch #BuildingLife.

The campaign aims to raise greater awareness of the emissions from all stages of a building’s lifecycle, and encourage new practices and thinking around building decarbonisation and resource efficiency.

The focus of the campaign will be to demonstrate to European and national policymakers that to fully decarbonise our sector, we must move towards a whole lifecycle approach. The first step is to tackle the ‘whole life carbon’ — both operational and embodied carbon emissions — of our sector.
OUR APPROACH

Now is our opportunity to lead.

Over the course of this multiyear campaign, we will bring together our GBCs, partners, members and other organisations to demonstrate the importance and urgency of moving to a lifecycle approach.

Participants and supporters will be part of a pan-European network - spanning the entire value chain - calling on the European Commission and national governments to support #BuildingLife by committing to ambitious policies to tackle the TOTAL carbon and resource impact of our sector.

We will achieve this by:

⇒ **Learning** - About the efforts leaders are taking to address lifecycle impacts

⇒ **Sharing** - Telling colleagues, businesses and your networks about the #BuildingLife campaign and sharing our knowledge on the importance of a lifecycle approach

⇒ **Leading** - Calling on governments, cities and business to support the implementation of policies to address our sector’s total environmental impact
LEARN

1. Learn about the importance of #BuildingLife and why adopting a lifecycle approach is so important in delivering the EU Green Deal and creating healthy and resilient communities across Europe

2. Read our Bringing Embodied Carbon Upfront report — created to spark conversations around the value and importance of adopting a lifecycle approach

3. Read WorldGBC’s Europe advocacy manifesto to understand how our network can realise our vision for a sustainable built environment at the heart of Europe’s Future

4. Read the Collective Vision we co-signed with over 30 other organisations outlining our long-term vision for the Level(s) framework and the importance of a lifecycle approach

5. Read our open letter, co-signed with a coalition of over 60 organisations across the buildings and construction sector calling on the European Commission to deliver bold new circular economy policy

6. Visit our website to find out the steps you can take to get involved in #BuildingLife

7. Discover the #BuildingLife activities happening throughout the year and use our resource tool kit to plan your own

8. Contact your local GBC to find out what they are doing to get behind the #BuildingLife campaign
SHARE

1. Share your knowledge by using our PowerPoint template to run webinars and educational seminars to educate the sector on #BuildingLife

2. Talk to colleagues, friends and your networks about our campaign and encourage them to make a #BuildingLife pledge

3. Share this guide with colleagues and spread the word about #BuildingLife

4. Access campaign resources to:
   - Create a social media post to join the conversation #BuildingLife
   - Use the #BuildingLife visual assets on your website and during presentations
   - Have a look at some of the #BuildingLife pledges and make your own
   - Talk about #BuildingLife in upcoming speaking engagements or media interviews
   - Post a blog or share an article about #BuildingLife on your own communication channels
   - Add the #BuildingLife campaign email signature to your outgoing email
1. Release new reports or research on #BuildingLife relevant to your country or your region
2. Host a #BuildingLife webinar talking about how to achieve net zero buildings – invite a guest speaker from your network to share their story
3. Hosting a conference – why not use the #BuildingLife campaign assets and visuals?
4. Demonstrate the leadership actions and solutions your organisation is taking to address emissions across a building’s lifecycle
5. Recruit a campaign ambassador and draw upon their leadership and influence to get people talking about #BuildingLife
6. Invite members of your network to join #BuildingLife by highlighting the campaign on your website and at upcoming events
7. Write a letter to your government asking them to engage with #BuildingLife
8. Call on the European Commission and national governments to support #BuildingLife by committing to ambitious policies to tackle the TOTAL carbon and resource impact of our sector
9. If you are an architect, engineer, building owner or product designer, join your local Green Building Council for advice, information and best practice — find your local GBC
10.
RESOURCES

Central #BuildingLife campaign visual
building blocks

Campaign Messages - Key messages on a building's carbon and resource impact and call to action

#BuildingLife Key Campaign messages

Social media posts with quote cards for ambassadors, campaign visuals

Posters - for printing and sharing in buildings

Website banner

PowerPoint template

Photography templates - create your own photo visuals

Leadership Action Templates - Templates for #BuildingLife campaign supporters to convey the work they are doing via impact pathways:

COLLABORATE, COMMUNICATE, EDUCATE, RATE, ADVOCATE
There are three sets of visual assets to accompany the campaign:

1. BUILDING BLOCKS

These building blocks are similar to the assets that have been used last year in the global #BuildingLife campaign and are still relevant for the European campaign.

There are a number of visual assets that can be used on social media and printed as posters. The ‘building blocks’ of the campaign visually explain each stage of the buildings lifecycle and contains messages to convey the importance of addressing lifecycle emissions across each of these stages.
1. BUILDING BLOCKS...

Examples of poster artwork for both digital and print. They can be downloaded here.
I’m building a better future by…

PLEDGE CARD

EMAIL SIGNATURE

PHOTOGRAPHY TEMPLATE

1. BUILDING BLOCKS...
Pledge card and email signature assets
1. **BUILDING BLOCKS...**

How to use the photography template

Import your image into Powerpoint and follow these simple instructions. Care should be taken to choose the appropriate format, landscape or square.

**NOTE:** This method may be slightly different dependant on what version of Powerpoint you have, but this will give you a good idea of how to crop the image and arrange it behind the graphic device.

1. Select image
2. Arrange → Send to back
3. Format Picture → Crop
4. Crop your image to the size of the slide
5. Final image
6. File → Save as pictures
TRANSITIONING TO A CIRCULAR ECONOMY ENABLES US TO BUILD BACK BETTER.

11% of global emissions are from embodied carbon.

The emissions created from the construction, demolition and the wider supply chain of a building.

THE WORLD IS ONLY 9% CIRCULAR.

2. CAMPAIGN MESSAGES

The campaign messages are new assets available for the European phase of the campaign. They are available in formats suitable for social media (quote cards and GIFs) and posters. They can be downloaded here.

Examples of social media assets.
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Examples of social media assets
2. **CAMPAIGN MESSAGES...**

Examples of poster artwork for both digital and print

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**OUR SECTOR MUST BE AT THE HEART OF THE TRANSITION TO THE CIRCULAR ECONOMY.**

We call on the European Commission and national governments to support #BuildingLife by committing to ambitious policies to tackle the 35% carbon and resource impact of our sector.

JOIN #BUILDINGLIFE

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**THE WORLD IS ONLY 9% CIRCULAR**

A truly circular economy cannot be achieved unless we create circular value chains that enable us to radically improve resource efficiency and drastically reduce resources consumption and waste generation.

JOIN #BUILDINGLIFE

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**11% OF GLOBAL EMISSIONS ARE FROM EMBODIED CARBON IN CONSTRUCTION**

A truly circular economy cannot be achieved unless we create circular value chains that enable us to radically improve resource efficiency and drastically reduce resources consumption and waste generation.

JOIN #BUILDINGLIFE

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This campaign is all about demonstrating the leadership actions that we know our GBCs, their members and partner organisations are taking to address whole lifecycle impacts. In order to showcase this leadership, we have created editable cards across different impact pathways.

COLLABORATE, COMMUNICATE, EDUCATE, RATE, ADVOCATE

They can be downloaded here.
3. LEADERSHIP ACTIONS...

Editable cards alongside your chosen imagery means these assets work with and without images.
PLEDGES

Make a #BuildingLife pledge and tell us how you’ll contribute to building a better future. Share it with our custom visuals on social media with the hashtags #BuildingLife and #BuildBackBetter.

Example pledges include:

→ I’m building a better future by pledging to cut my energy use by 20% over a year. #BuildingLife

→ My company pledges to use only sustainably-sourced, locally-available materials in construction. That’s how we’re #BuildingLife.

→ I’m building a better future by pledging to source, produce and transport materials more sustainably. #BuildingLife

→ I’m #BuildingLife by teaching my colleagues about the need to reduce embodied carbon from buildings and construction

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→ I’m #BuildingLife on my national government to implement policies to tackle the whole lifecycle impact of our sector policies for all buildings to be net zero by 2050 #BuildingLife

I’m building a better future for my children by taking action to reduce emissions from my building. #BuildingLife

BECOME OR RECRUIT A CAMPAIGN AMBASSADOR

Ambassadors are high-profile individuals, politicians and business leaders who are willing to support our #BuildingLife campaign, by taking action to address the whole lifecycle impact of our sector.

By joining as ambassadors, the ambassadors will:

→ Join a network of international ambassadors

→ Enjoy a thought leadership platform with other global influencers

→ Be our voice with leading media titles

→ Start a conversation on building a better future with your networks

→ Act as the exclusive focal point for our campaign in your nation or region

→ Be invited to speak at events throughout the duration of the #BuildingLife campaign

Get in touch to nominate or talk to us about becoming an ambassador today. Meet one of our ambassadors from last year’s World Green Building Week #BuildingLife campaign
JOIN #BUILDINGLIFE

THANK YOU