How to Get Involved:

A Guide for World Green Building Week 2018

#HomeGreenHome
#WGBW2018
Did you know that 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.

Let’s put it in context. The average global electricity consumption per household is 3,500kWh – that’s 2.6 tonnes of CO₂ or the same as 6,384 miles driven by an average car. If we all reduced our consumption by 20% that would deliver a saving of just over half a tonne of CO₂ per household – that’s the equivalent of 1,277 miles of driving or 21.5 propane cylinders used for home barbecues. Check out the U.S. EPA website to calculate your carbon footprint. How do you stack up?

Everyone can do something to make their home greener. We can’t change the world overnight, but we can all do our bit, however small you start. You can save energy and money, create a healthier space to live in and make the planet a greener, better, safer home for generations to come. It’s easy when you know how.

World Green Building Week, 24–30 September 2018, is an annual campaign that motivates and empowers us all to deliver greener buildings. 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.

The aim of this guide is to help get you ready for World Green Building Week, so that we can make the greatest possible collective impact during the week itself.

Join the movement.

Learn
Share
Lead

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

#HomeGreenHome

Share your #HomeGreenHome Promise at worldgbc.org/worldgreenbuildingweek
What is World Green Building Week?

World Green Building Week, 24–30 September 2018, is an annual global campaign that motivates and empowers us all to deliver greener buildings. This year we want everyone, everywhere, to commit to making a change in the homes they build or the homes they live in.

The week is led by the World Green Building Council, its network of more than 70 Green Building Councils and their 49,000 members.

Why green homes matter

Buildings and homes account for around 40% of global energy consumption.

Greener homes are good for people’s health, their wallets and the planet. Whether big or small, making changes in the home pays dividends in the long run. It all adds up.

As our communities grow, so does our need for energy and water. Consuming less at home helps you and your neighbours around the world.

Because there’s no planet B

What does a #HomeGreenHome Promise look like?

Everyone, everywhere, can save money and the planet by making a change. Turning lights off before they go out. Washing laundry on cold. Switching to a low carbon energy provider. Upgrading to greener appliances. Every bit helps.

Home is where the start is. But it doesn’t stop there. Wherever, whenever – green is always in fashion.

For this year’s World Green Building Week we want to see the changes and encourage people to make their home a greener home. We can all have an impact. Now is the time.

Make your #HomeGreenHome Promise today

#HomeGreenHome
Join the movement: Make a #HomeGreenHome Promise

Everyday actions are important. Individual promises add up to something great. We can all make a difference. Let’s make it together.

Learn

Find out how to make your home a greener, healthier place and the benefits for individuals and the planet at worldgbc.org/worldgreenbuildingweek

Share

Talk to family, friends and colleagues about World Green Building Week 2018 and encourage them to make a #HomeGreenHome Promise.

Lead

Join the fight against climate change by championing the need for greener homes in your community.

WORLD GREEN BUILDING WEEK
24 – 30 SEPT 2018

#HomeGreenHome
Learn

Visit our website to find out what steps you can take to turn your home greener and help us win the fight against climate change.

Find and attend a World Green Building Week event near you.

Have a look at some of the #HomeGreenHome promises being made this week and make your own.

Read the UK Green Building Council’s report on health and wellbeing in homes to find out why green homes are healthy homes.
Share

Donate a social media post (through our Thunderclap campaign) and join the conversation with #HomeGreenHome (get graphics to share, here).

Post a message like this one: There’s no planet B. Greener homes are the game changers to achieving our climate goals. And it won’t cost the earth. #HomeGreenHome #WGBW2018. See page 8 for examples.

Share this guide with friends or colleagues and spread the word about World Green Building Week.

Print and share our posters in the buildings where you live and work. See page 8 for examples.

Make a #HomeGreenHome Promise and share a photo with your personalised sign (consider using the back cover of this guide). Pose with friends, family and neighbours in front of your home.

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

Talk to your network – friends, colleagues, neighbours – about why green homes matter and urge them to join the #HomeGreenHome movement.

#HomeGreenHome
For GBCs:

- Use the World Green Building Week logo and visuals on your website and social platforms.
- Post a blog or share an article about World Green Building Week on your own channels (websites, newsletters, email blasts to partners).
- Talk about World Green Building Week in upcoming speaking engagements.
- Talk about World Green Building Week in media interviews.

#HomeGreenHome

WORLD GREEN BUILDING WEEK
24 – 30 Sept 2018
Tell us what you’re doing for World Green Building Week and share your #HomeGreenHome promise.

Are you an architect, engineer, building owner or product designer? Join your local Green Building Council for advice, information and best practice on greener homes. Find your local GBC here.

Release new reports or research on green housing issues that matter to your region.

If you’re a business, why not host a Greening Starts Here event in the workplace with tips and ideas for staff and colleagues to implement at home?

Talk to your neighbours about ways you might be able to work together to save water and energy.

Invite members of your network to join World Green Building Week by sending an email with this guide or highlighting the week on your website, blog or at your upcoming events.

Host a #HomeGreenHome Open House workshop or webinar.

If you’re responsible for developing or retrofitting homes, think about ways you can make them greener.

WORLD GREEN BUILDING WEEK
24 – 30 SEPT 2018

#HomeGreenHome
Resources

Example posters Download »

There's no planet B
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

Breathe easy
We breathe around 11,000 litres of air a day, so quality matters. Using green materials, like carpets and paints with fewer toxins and chemicals, can really improve indoor air quality.

#homegreenhome

How green homes can provide the building blocks towards several UN Sustainable Development Goals

Green buildings help solve the water crisis by conserving every precious drop

Green building can curb unemployment and provide local employment and training opportunities

Green building design can spur innovation & contribute to climate resilient infrastructure

Green buildings produce fewer emissions, helping to combat climate change

Green building can use renewable energy, becoming cheaper to run

Green buildings are the fabric of sustainable communities & cities

Green buildings can improve biodiversity, save resources & help to protect forests

Green buildings use 'circular' principles, where resources aren't wasted

Building green infrastructure creates jobs & boosts the economy

Green buildings can improve people's health & wellbeing

How to Score Zero
By making smart changes in the materials and technologies we use and the way we get energy, our homes can be part of the transformation to net zero carbon emissions.

#homegreenhome

Lighten up
Did you know bringing the outside in can improve your sleep, productivity, and boost access to vitamin D? Natural light makes spaces healthier, and cuts down on energy use.

#homegreenhome

Every Drop Matters
Today, serious water shortages affect 844 million people and climate change is only adding to the problem. Green buildings and homes can help us manage what we have by conserving, harvesting and recycling water to get the most from every drop.

#homegreenhome

Time to Transform
Renovating your home? Make it an energy home. Green homes work hard - you won’t even notice we’ve made your home greener, but it will make a difference.

#homegreenhome

Upgrade to green
Homes should help us use energy and water efficiently. And the latest appliances give you that power, at the touch of a button. Smart tech. Smart move.

#homegreenhome

Upgrade to green

Renovating your home? Make it an energy efficient green home. Not only will you be more comfortable, you'll save money on your energy bills and be part of the fight against climate change. It's a big change with an even bigger payoff.

#homegreenhome

Every Drop Matters

Upgrade to green

Renovating your home? Make it an energy efficient green home. Not only will you be more comfortable, you'll save money on your energy bills and be part of the fight against climate change. It's a big change with an even bigger payoff.

#homegreenhome
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

Did you know bringing the outside in can improve your sleep, productivity, and boost access to vitamin D? Natural light makes spaces healthier, and cuts down on energy use.

#HomeGreenHome
#WGBW2018

Green homes can help us achieve the UN Sustainable Development Goals by spurring innovation, boosting the economy, combating climate change and creating healthier and more sustainable communities.

#HomeGreenHome
#WGBW2018

We breathe around 11,000 litres of air a day, so quality matters. Using green materials, like carpets and paints with fewer toxins and chemicals, can really improve indoor air quality.

#HomeGreenHome
#WGBW2018

Today, serious water shortages affect 844 million people and climate change is only adding to the problem. Green buildings and homes can help us manage what we have by conserving, harvesting and recycling water to get the most from every drop.

#HomeGreenHome
#WGBW2018
Dos and don’ts

Please do:
› Adapt the #HomeGreenHome creative with messages that will resonate in your community.
› Co-brand our visuals with your own logos.
› Use hashtags #HomeGreenHome #WGBW2018 along with others that are relevant to your community.

Please don’t:
› Use the Home Green Home visuals for content that’s not related to the greener homes, building and construction movement.

Key date for 2018

12–14 September – Global Climate Action Summit 2018
The Global Climate Action Summit acts as a launchpad for deeper worldwide commitments towards decarbonization and accelerated action from countries supported by all sectors of society.
My #HomeGreenHome Promise

#WGBW2018

WORLD GREEN BUILDING WEEK
24 – 30 SEPT 2018